

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

VOL. II.

NEW YORK, APRIL 30, 1890.

No. 29.

## Advertising

That brings profitable results is not that which is inserted in a list of papers simply because it appears to be cheap.

The hunter loads his gun for the particular game he is after—and hunts where that kind of game is to be found.

Bird shot was not made to kill bear.

ISN'T THE MORAL PLAIN?

*N. W. AYER & SON,  
Newspaper Advertising Agents,*

*Times Building.*

*PHILADELPHIA.*

## Cost and Result.

---

A publisher who owned a prosperous journal, whose circulation was general and made up wholly of subscriptions, determined to try advertising in the leading American magazines and newspapers to obtain "trial subscriptions." He sent out an ingenious advertisement, followed up the business carefully and successfully, and, in an incredibly short time, had a total list of over 150,000 subscribers. He has kept a record this year of his returns, showing the results of each advertisement, and we are indebted to him for the following table. In all he received 90,000 letters; less than 5000 failed to mention the medium in which the advertisement was seen—a feat accomplished by offering a special inducement *only* to those who named the paper.

The card, which was much the same in all cases, contained about 70 lines, usually set double column. Here is the record on papers which are well known to all readers:

<i>Periodical.</i>	<i>No. of Advis. Pubd.</i>	<i>No. of Answers Received.</i>	<i>Am't of Money Received.</i>
Ladies' Home Journal,	3	9912	\$991.02
Butterick's Delineator,	3	8145	814.68
Century,	3	4711	471.24
Harper's Bazar,	3	3343	334.87
" Magazine,	2	2007	209.98
" Weekly,	1	338	33.91
" Young People,	1	321	32.45
Ladies' Home Companion,	3	2765	276.78
Congregationalist,	2	667	66.91
Golden Rule,	2	729	73.00
Sunday-School Times,	2	1136	113.86
Chautauquan,	3	1318	131.98
Christian Herald,	3	486	48.84
Christian Union,	2	541	54.42
Leslie's Popular Monthly,	2	682	68.30
Judge,	2	163	16.84
Lippincott's Magazine,	2	75	7.63
National Tribune,	2	381	38.75
New York Observer,	1	109	20.10
" World, (Sunday edition)	3	1243	124.86
" Sun,	2	356	35.88
Boston Globe,	2	667	66.94
" Herald,	2	543	54.80
" Record,	1	643	64.83
Philadelphia Times,	2	125	12.90
" Press,	2	228	23.14
Chicago Herald,	2	352	35.47
New York Ledger,	1	897	90.00

We find the above in the April issue of "*Art in Advertising*," of New York. We do not know the writer nor the advertiser referred to, but we reproduce the article herewith to show the value of **The Ladies' Home Journal** as an advertising medium compared with other first-class mediums. Present rate for advertising in **The Ladies' Home Journal**,—\$2.00 per line—July 1st it will be advanced to \$2.50 and \$3.00 per line according to location.

---

**CURTIS PUBLISHING CO.,**  
**PHILADELPHIA, PA.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. II.

NEW YORK APRIL 30, 1890.

No. 29.



*E. Rosewater*

THE OMAHA "BEE."

In the great journalistic field west of the Mississippi, the *Bee*, of Omaha, occupies an enviable position of prominence and prosperity. Its history is, in the main, a record of what can be accomplished by a man endowed with

pluck, perseverance and an unlimited capacity for hard work. Since its first number was issued, in a small and unpretentious form, nearly twenty years ago, up to the present day, its chief and guiding spirit has been Edward Rosewater, whose picture appears above.

The Omaha *Bee* was not born with a golden spoon in its mouth, nor does it belong to the class of papers that, with ample capital and influential friends back of them, step into immediate favor and a paying advertising patronage. Whatever degree of success it now enjoys has been won inch by inch, and only after reverses which might have put an end to the enterprise had it been in less energetic hands.

The first issue of the Omaha daily *Bee* appeared June 19, 1871, in a form that would be scorned by a backwoods weekly of the present day. It was a two-page sheet, 12x18 inches in size, five columns to the page, and more suggestive of a theatre programme than a reputable member of the newspaper fraternity. The first edition consisted of 500 copies, which were distributed gratuitously about the town. It had no plant of its own, but was issued from a small job-printing office. Although the name of H. Geralde appeared at the head of the editorial columns, Edward Rosewater was the actual editor and publisher. He was at that time the manager of the Atlantic and Pacific telegraph lines, and withheld his name to avoid notoriety. Telegraphic news was made a special feature.

Mr. Rosewater did not expect his venture to last longer than sixty days, but as it met with a somewhat better reception than he had anticipated he discarded the dodger style in July and adopted a regular four-page newspaper form. On a lot adjoining the Redfield Brothers' job office, where the *Bee* was printed, stood another two-story frame house which had previously been occupied as a fourth-rate hotel. In September, 1871, this building was leased by Edward Rosewater and converted into a polyglot printing house. The *Beobachter am Missouri*, with its entire plant, including a small job office, had been purchased by him, and converted from a Democratic into an Independent Republican organ. A full dress and all necessary equipments were also purchased for the *Pokrok Zapadu (Western Progress)*, a Bohemian weekly founded by Mr. Rosewater in the interest of immigration. Last but not least, the *Bee* established its first business office and type room in this building, utilizing the Redfield Brothers' printing press in the adjoining building for its press work. On June 11, 1872, the *Bee* office and all its contents were

destroyed by an incendiary fire. An entirely new plant, including news and job type for the *Bee* and the *Beobachter* and *Pokrok*, was bought, principally on credit, at Cincinnati and St. Louis, and moved into the two-story and basement brick building on Farnam street, which had been erected by Mr. Rosewater in 1869, and was then owned by him. In this building the *Bee* and its German and Bohemian annexes were quartered with an abundance of space. For six years the *Bee* continued in these quarters, without materially increasing its facilities and without replenishing the job office to any great extent.

A weekly edition was established September 6, 1871, and just two years later the experiment of issuing a morning edition was made. Owing to its fearless and outspoken stand on the issues of the day, and its unequivocal position in regard to official jobbery, the *Bee* made many enemies, who sought to accomplish its downfall. This animosity, coupled with the depression following the financial panic of 1873, were serious obstacles.

An important event in the history of the *Bee* occurred on the 1st of February, 1878, when the *Bee Publishing Company* was formed, and the building and grounds, plant and good-will of the paper turned over to it. The articles of incorporation, signed by Edward Rosewater, Andrew Rosewater, A. R. Souer, Henry A. Haskell, Alfred Sorenson and Edwin Davis, were filed with the county clerk January 15, 1878. The capital stock was limited to \$100,000, but only \$40,000 was issued. A committee of the new company invoiced the stock, material and subscription list of the paper at \$31,881.92. The value of the ground and building was placed at \$10,000, making a total of \$41,881.92. The company purchased the property for \$40,000, and issued stock to Mr. Rosewater in payment, giving him a controlling interest. The first board of directors consisted of E. Rosewater, G. W. Lininger, Max Meyer, Edwin Davis and A. Rosewater. Mr. E. Rosewater was elected president of the company, and given complete control of the policy and management of the paper. Both positions he holds to-day, and owns nearly four-fifths of the stock in the *Bee Publishing Company*. The capital stock of the *Bee Publishing Company* now consists of 400 shares, \$250 each, or a total of \$100,000.

One of the hardest struggles which the *Bee* experienced in getting to the front was with the telegraph companies. The usual avenues of news were barred against it, and it was compelled to pay enormous tolls for special dispatches from various points. While the papers in the Associated Press were supplied with telegraphic news for about \$75 per month, the *Bee* was compelled to pay from \$500 to \$800 per month for its service. Finally, in 1884, the *Bee* was admitted into the Associated Press on the payment of a cash bonus of \$9,600.

It is now represented in New York and Chicago by A. Frank Richardson, and in Washington by Perry S. Heath.

On entering the building one is at once struck with the beauty and thoroughness of every detail. The grand marble staircase at the main entrance leads to the first or principal story, where the counting room of the *Bee* is located. The beautiful wrought-iron screen work of the elevator system and the handsome electro-bronze staircase surrounding the elevator; the richly tiled halls and marble wainscoting; and, beyond all this, the glimpse through the great arches of the imposing central court, which diffuses light through the central part of the building, all combine to impress the beholder most favorably. A beautiful as well



In Council Bluffs it has a branch office, of which H. W. Tilton has been in charge for a long time. To the news and advertisements of this sister city it devotes one page every day. The *Bee* now publishes a morning and an evening, a Sunday and a weekly edition. The circulation of the daily and Sunday editions during 1889 averaged 18,916 and the weekly edition 42,493 copies an issue.

The *Bee* has lately erected a large building, of which an illustration is given on this page, and of which it is justly proud. This structure occupies two full lots, each 62x132 feet.

as useful feature—in fact the feature of the building—is this great central court, with its colonades, arcades and highly ornamental effect. Every detail of ornament has been carefully designed, and the rich ornamentation of the stucco work of arches, caps and columns produces an extremely agreeable effect.

The interior of this building is rendered so attractive by the court that one is inclined to linger there and stroll through its wide and well-lighted corridors, always finding something pleasant to the eye and inspiring to the mind.

**INAPPROPRIATE CUTS. ONE PAPER IN A STATE.\***

Experienced advertisers who have tried both ways assert that, while illustrated advertisements cost considerably more than those set in the ordinary office style, the additional expense is more than offset by the increased returns. A picture pleases and interests the masses, whether it takes the form of a handsome oil painting in an art gallery or an outline sketch in the advertising columns of a newspaper. It is the theory of some intelligent advertisers that any kind of a picture benefits an advertisement, irrespective of artistic merit or logical connection with the article advertised. This is only another way of stating the principle—which is generally admitted to be sound—that a picture will catch and hold the eye better than so many words or letters.

**SEAL SACQUES**

MADE FROM THE FINEST ALASKA SEAL SKINS THE MARKET AFFORDS.

**ALFRED WILLIAMS**

The only House making Furs a specialty.  
41 and 45 PRATT STREET.

The above advertisement, reproduced from a daily paper, is a case in point. Just what is the connection between "seal sacques" and the dangerous-looking tiger it would be difficult to determine. Probably, if the truth were known, it would appear that the tiger cut was a stock electrotype, which had been used by the furrier in advertising other branches of his business.

Of course, some new and clever drawing, made specially for the occasion, is preferable; but where the advertiser does not care to incur the extra expense he can hardly be blamed for proceeding on the theory that "any cut is better than no cut."

CONSTANT, steady work in the same channels will tell in time. Skipping about will not.—*Herbert Booth King & Bro.*

An advertiser often contemplates seeking extensive publicity without fully comprehending the enormous labor and expense involved. When he finally does realize that nearly 20,000 newspapers are published in America, he sometimes decides that he will still attempt an appeal to the whole country; and as he cannot use all the papers, he seeks to have prepared for him a list of the choicest and best, selecting one only from each State.

The following is the result of a careful attempt to prepare such a list. It was made out, under the supervision of Geo. P. Rowell & Co's Newspaper Advertising Bureau, to meet the want that has been indicated, which is one that constantly arises in the office of an advertising agency. This list is presented here for the purpose of bringing it to the notice of such of the readers of PRINTERS' INK as are in want of such a list, and also with a view of inviting criticism upon the selections made in each State. In most States there is room for no two opinions about the paper that ought to be selected; in some, however, the decision is not easily made, and in others it is difficult to find persons competent to judge who can agree in their selection of a paper.

PRINTERS' INK will give such space as their communications seem to deserve, to correspondents who have knowledge or opinions which they are willing to express.

**Alabama, Montgomery.** Advertiser.

**Arizona, Territory, Tucson, Star.**

**Arkansas, Little Rock, Gazette.**

**California, San Francisco, Chronicle.**

**Colorado, Denver, Republican.**

**Connecticut, Hartford, Times.**

**Delaware, Wilmington, News.**

**District of Columbia, Washington, Star.**

**Florida, Jacksonville, Times-Union.**

**Georgia, Atlanta, Constitution.**

**Idaho Territory, Boise City, Statesman.**

**Illinois, Chicago, News.**

**Indiana, Indianapolis, News.**

**Indian Territory, Guthrie, Capital.**

**Iowa, Des Moines, State Register.**

**Kansas, Topeka, Capital.**

**Kentucky, Louisville, Courier-Journal.**

**Louisiana, New Orleans, Times-Democrat.**

**Maine, Lewiston, Journal.**

**Maryland, Baltimore, American.**

**Massachusetts, Boston, Globe.**

**Michigan, Detroit, Free Press.**

**Minnesota, St. Paul, Pioneer Press.**

**Pennsylvania, Pittsburgh, Herald.**

**Missouri, St. Louis, Globe-Democrat.**

**Montana, Helena, Herald.**

**Nebraska, Omaha, Bee.**

\* This list is republished from the 174th edition of Geo. P. Rowell & Co's 256 page pamphlet called NEWSPAPER ADVERTISING, published in April of the current year. In that book the statement is made that in this list "it is attempted to name the single publication which is read by the largest number of the best class of persons throughout the State, Territory, District or Province."

## THE USE OF BORDERS.

Nevada, Virginia City, Chronicle.  
 New Hampshire, Manchester, Union.  
 New Jersey, Trenton, State Gazette.  
 New Mexico Ter., Santa Fe, New Mexican.  
 New York, New York, World.  
 North Carolina, Raleigh, News and Observer.  
 North Dakota, Bismarck, Tribune.  
 Ohio, Cincinnati, Enquirer.  
 Oregon, Portland, Oregonian.  
 Pennsylvania, Philadelphia, Press.  
 Rhode Island, Providence, Journal.  
 South Carolina, Charleston, News & Courier.  
 South Dakota, Sioux Falls, Press.  
 Tennessee, Nashville, American.  
 Texas, Dallas, News.  
 Utah, Salt Lake City, Tribune.  
 Vermont, Burlington, Free Press.  
 Virginia, Richmond, Dispatch.  
 Washington, Seattle, Post-Intelligencer.  
 West Virginia, Wheeling, Intelligencer.  
 Wisconsin, Milwaukee, Wisconsin.  
 Wyoming Territory, Cheyenne, Leader.  
 British Columbia, Victoria, Colonist.  
 Manitoba, Winnipeg, Free Press.  
 New Brunswick, St. John, Telegraph.  
 North-West Territories, Regina, Leader.  
 Nova Scotia, Halifax, Herald.  
 Ontario, Toronto, Globe.  
 P. E. Island, Charlottetown, Examiner.  
 Quebec, Montreal, Star.

## PUZZLING POSTERS.

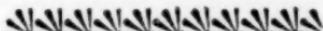
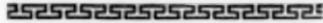
Advertisers on post and fences no doubt do their utmost to have their announcements so clearly expressed that "he who runs may read," but now and then the haste with which the bill sticker does his part of the work seriously interferes with things. Here are two cases in point, given by the *Examiner*, of Cork, Ireland :

As an illustration of the ludicrous results produced by bill stickers pasting one bill over another, Mr. C. Spurgeon, son of the Rev. C. H. Spurgeon, mentioned in a lecture that on one occasion in London, when he and another gentleman were advertised to preach special sermons, he was astonished to read the following announcement : " £10 Reward. Lost—Two Fat Heifers. Mr. J. J. Knight and Mr. C. Spurgeon."

Another reads as follows : "Pigs fattened in six weeks on the Englishman, edited by Dr. Kenéaly. Price 2d. weekly, and kills fleas, beetles, insects and all kinds of vermin. Pat Perkins' Painkiller cures smoky chimneys, and notice to mothers, feed your infants on Bond's marking ink, 6d. per bottle." —*Ex.*

THE meaning of the word advertise, "to make known," explains its importance. Make known what you have to sell or what you wish to buy. The benefits are so far reaching that you cannot tell where they will end. Like the ripples of water caused by a stone, they extend far beyond the sight.—*Kokuk (Ia.) Gate City.*

Fashions move in circles ; and advertising has its fashions. The use of fancy borders for the purpose of displaying advertisements is an old idea, and was at one time extensively used. Latterly, it seems to have been coming back into fashion again, and a few samples of the styles now to be met with in the papers are here appended :



These are, in the order given, taken from the advertisements of Van Houten's Cocoa, the *Housewife*, PRINTERS' INK, the *Ladies' Home Journal*, the *Century Magazine* and Geo. P. Rowell & Co.

The special advantage of a fancy border is that it gives an advertisement a distinctive appearance, differentiates it from the other advertisements on the same page, and therefore renders it more likely to attract attention. If all advertisers were to adopt this device its power to make conspicuous would be destroyed.

## DEGREES IN ADVERTISING.

Advertising is like the Irishman's whiskey—"It is all good, but some is better."

An advertisement tacked on a fence post out on the prairie is good ; some lonely traveler may accidentally see it. The same advertisement posted at a street corner is better—thousands will see it every day.

An advertisement inserted in an official or unofficial programme of something or nothing is good ; the chances are a few people will see it and perhaps read it. The same advertisement placed in a newspaper is better ; thousands will read it.—*Wisconsin Times.*

THERE are any number of men who can write a column, but the man who can put a distinct, complete idea in three lines is all too rare. —*Journalist.*

## FRENCH NEWSPAPERS.

There are published in the United States and in the French language three daily, three semi-weekly and thirty-five weekly newspapers, with four monthlies and one quarterly.

San Francisco has *Le Franco Californien*, daily; New Orleans, *L'Abeille*, daily, and New York, *Courrier des Etats-Unis*, daily. Louisiana has nine weeklies, or more than any other State; Massachusetts has seven weeklies and New York five. The only publication in French in Pennsylvania is a monthly. Although not so numerous as the German papers, the French are by no means to be ignored, and they reach a class to which access can be gained through no other mediums.

The *Courrier des Etats-Unis* of this city prints over 5,000 copies a day, 7,500 Sunday and 10,000 weekly. The readers are intelligent and thrifty, and advertisers would find it well to cultivate their acquaintance. The daily *L'Abeille*, of New Orleans, has long held an important position in that city, and the smaller weeklies scattered over the country are a fair average of those in other languages.

But in Canada the French paper is of so much importance that its value is already recognized, and no general advertiser omits it. All told, there are eighty-four, or nearly double, the entire number issued in the United States; thirteen of them are dailies, two tri-weeklies, six semi-weeklies, fifty-one weeklies, one semi-monthly, ten monthlies, and one is a quarterly. Of course the greater number are in Quebec. Montreal has one daily (*La Presse*) which is accorded a circulation in excess of 15,000; another, *Le Monde*, said to have more than 12,500 circulation, and its weekly the same, while *L'Etendard* is quoted in excess of 5,000 daily, and *La Minerve* in excess of 3,000. The Quebec *Le Cultivateur*, weekly, is given in excess of 10,000 copies, and the Montreal *Journal d'Agriculture Illustré* 5,000.

So it is evident that the French people take their own papers, and, as there are a great many Frenchmen and a goodly number of their papers, advertisers will see to it that this nationality is not neglected and the papers are well patronized.

---

MAINE has but 156 newspapers this year. Last year it had 160.

## SYNDICATING COUNTRY PAPERS.

In addressing the New Jersey Editorial Association recently, E. S. Hamzell, of the Jamesburg *Record*, introduced a scheme for syndicating or combining country papers which he thought would increase the profits and improve the appearance of all papers so united. The following explanation of his plan is taken from the association's minutes:

"I believe, to start with, that there are too many papers of the kind called 'country.' And, on this subject, I may say I can now smile as I remember the manner in which our paper's advent in Middlesex County was welcomed by a brother. His paper said: 'There is now a paper at every cross road.' To-day I appreciate his remarks. He then had a strong county paper—to-day its worth as a county paper is gone—its circulation less a quarter what it was. The village paper has done it in part. But how has the result benefited the latter? Instead of one paper of ability and worth there are, perhaps, a half-dozen that in no way make up the concentrated force of the former. Some editor has consented to a life of martyrdom to give a village, that never appreciates it, a paper that illustrates nothing so much, perhaps, as the village meanness. A man of splendid force, of average ability at least, is wasting his time and talents in serving a community at smaller wages than he could obtain as janitor in some metropolitan city. Now, do not suppose that this is my own solitary case, for I have done fairly; yet even I can find reason for complaint; but that it does represent more than fifty per cent. of the country papers must be patent to most of you. You may agree with me, and say, 'Well, why don't you find a remedy or get out?' You are in the same boat." To this I answer: Take my case, then! No man would be likely to give me what it has cost to build up even my meager business. But I can suggest a remedy. It is the syndicate paper. Let three or four country papers form a syndicate for the publishing of papers at their respective places. Make one central news and job printing office. Combine material, talent and labor. Each paper has at its head, generally, a man of one talent—he is either a writer of editorials, a writer of locals, a business

manager, or a job printer. Alone in his own office he may do all—but only one well. These forces united would make four well edited, well printed and well managed papers. The single office could be more economically run, with less force, less expense, less waste, and in consequence with greater profit. Each of these papers could have a news agency in its respective town and would have as legitimate a claim for legal printing as before, and would deserve such patronage in a far greater measure than at present. There are too many papers as at present conducted. This proposed system would reduce the cost, increase the profits, and might insure the continuance of all at present existing."

#### INTERPRETING ADVERTISEMENTS.

There does not appear to be any limit to American genius for advertising. During the past year I have run across a half dozen bright young men who make a handsome addition to their regular earnings by translating the cards and circulars of enterprising merchants and manufacturers into the languages spoken by the foreign elements of our population. Nearly all of these interpreters are reporters upon the daily press. One makes a specialty with soap, starch, and those who desire to sell their goods to Mongolian laundrymen. Another cultivates dealers in fish and dried meats for the Japanese, they being great consumers of these foods. A third works the wholesale clothing trade for advertising matter in German and Italian. Others make a special drive in Bohemian, Hungarian, and almost every other language known in the common quarter of this city. Of the advertisers the greatest is a wholesale drug house on William street, which translates its circulars into no less than forty-two languages.—Ex.

#### THEATRICAL ADVERTISING.

The accompanying reproduction of a series of "professional cards" in the *Dramatic News* illustrates a curious phase of advertising. As personal appearance is a most important desideratum in this particular vocation, the advertisers have seen fit to give their own portraits in connection with their names and addresses, instead of setting forth at length their individual accomplishments or abilities. In one

instance, it will be noticed that the advertiser gives not merely her manager's name, but adds that of her attorney's.

#### PROFESSIONAL CANONS.

*These cards are changed as often as desired.*



MINNIE PALMER,  
MY SWEETHEART.

Aboard, 1889-90.

Foreign address  
c/o Low's Exchange, London.

Yours merrily,  
JNO. R. ROGERS, Manager.  
HOWE & HUMMEL, Attorneys.

#### MISS KITTY RHODES

##### AT LIBERTY.

Season 1889-91

Address  
Rhodes Lodge, Port Ayron,  
N. Y.



#### ISABELLE UBQUHART.

##### NEW YORK CASINO.

PERMANENTLY.

#### MISS Emily Kean,

##### DISENGAGED.

Address

DRAMATIC NEWS.



LOUISE LITTLE  
will let on royalty  
"CHIPPA" and "FRIDA,"  
"Lena, the Flower Girl,"  
"The New,"  
"Farmer Hathaway's  
Daughter,"  
ALL FOR SOUBRETTE,  
Later in the season Miss Little  
will be seen in her new play

MIDGE.

Address DRAMATIC NEWS.



KATIE HART.  
Soubrette Leads.  
Dancing, Singing, Dialect.  
Boyle's "Hole in the Ground."  
Seasons 1889-90.

#### CARRIE TUTIN.

##### SOUBRETTE.

##### AT LIBERTY.

Address DRAMATIC NEWS.

#### FLORENCE ASHBROOKE.

##### SOUBRETTE.

##### AT LIBERTY.

Address DRAMATIC NEWS.



#### TWELVE TEMPTATIONS.

Address this office.

*THE MAN OF OUR TOWN.*

There was a man in our town  
Who would not advertise,  
And so, with me, you'll all agree  
He was not extra wise.  
But when he found his cash decrease,  
With all his might and main  
He set to work to figure up,  
And make an increase plain.

Says he, "My cash must not decrease,  
It paineth me full sore;  
For lo, instead of getting less,  
It should be getting more.  
Experience has taught me this:  
The man who would be wise  
Should advertise by night and day,  
And I will advertise."

And soon this man of our town  
Began to advertise;  
And so, with me, you'll all agree  
That he was very wise;  
And lo! the gold poured swiftly in,  
It overflowed the till;  
Since that time he has advertised—  
Is advertising still.

—*Montreal Witness.*

*WISCONSIN EDITORS CONSULT TOGETHER.*

At the late convention of the Wisconsin journalists, the secretary, Mr. F. W. Coon, of the Edgerton *Reporter*, read a paper in which he considered the question whether it is expedient for publishers to patronize the advertising pages of the American Newspaper Directory and the kindred publications issued by imitators of that standard and truly excellent work. Mr. Coon asserted that it would not become him to deny the potency of advertising, for that would be setting fire in the rear of his own establishment. He had advertised in the Directory and thought the cost rather high. He has ceased to advertise and has lost business by such a course. A principal reason why he had sometimes doubted the propriety of advertising in the Directory appeared to be found in the fact that so many other publishers think it wise to avail themselves of its pages; and he seemed to find a further reason for doubt of the efficacy of such advertising in the probable fact that the publishers of the book are making money. He took his hat off to commend the shrewd business methods used in working up advertising patronage for the Directory, and from the prosperous look of his own paper it would appear that he has learned a valuable lesson from a study of these methods.

Governor Hoard, who is evidently a wise man, remarked that he did not think there was any set of business men in the State who look upon the average human

nature with more causticity than editors. He favored the establishment of an advertising agency by the publishers of Wisconsin, and saying to the whole world: "If you want any advertising from this territory, you will have to seek it from this Union."

Mr. B. B. Herbert, the guardian angel of publishers of small papers, believed this to be a great country and had other views to about the same effect.

Mr. Geo. W. Peck, the father of Peck's bad boy, explained to the convention that he did not get as much advertising as he used to, but that he made up for it by charging more. He said that "a man's circulation sometimes gets too big, and it takes him some time to lie down to it." It is not quite plain what Mr. Peck meant by this, but he is a funny man and not in the habit of explaining his jokes. He asserted that advertising agencies control a large amount of good advertising; and on the whole Mr. Peck exhibited at the convention the level head that he everywhere carries.

Mr. E. D. Coe, of Whitewater, had once had a conversation with Mr. Rowell, of New York, and learned from him that the advertising agents were the agents of the advertisers; and, as he had had that impression before, the information did not seem to surprise him.

Mr. Coon finally quoted to the convention the following paragraph, which he had extracted from some well considered publication: "Most of the papers read at the meetings of country editors are greatly like the essays read at school commencements. They are rhetorical, but not profound; entertaining, but not instructive; they occasion talk, but do not influence conduct; are warmly praised, but speedily forgotten."

Mr. Rindlaub, of the Platteville *Witness*, had come to the conclusion that advertising agents and directory publishers are very nice people. He is one of a class of honest, intelligent newspaper publishers. He knows for a certainty how many papers he prints and is willing to tell the truth about it. His actual average edition for the year 1889 was 1,943 copies, which is extraordinary for a place of less than five thousand population. It would appear that he is the sort of a man to whom the Wisconsin convention would do well to listen. He did not have any faith in the organization of a State agency. "I like the directories," said Mr. Rindlaub, in closing his remarks.

**TO HAVE SPECIAL AGENTS. EXCEEDING 150,000 COPIES.**

At least four large State associations of editors have taken action recently that looks toward the employment of a special advertising agent by each to represent the papers of the respective States.

In a paper read before the convention of the National Editorial Association at Denver, Col., in 1887, on the question of the advisability of incorporation, we said: "Suppose that through a thoroughly organized corporation, such as is contemplated, the editors of the United States should employ ten or more agents, with headquarters at some central location, and set these agents to work in their respective fields visiting advertisers, as well as becoming conversant with the different papers, the nature and extent of their circulation, and the rates at which they could profitably receive advertisements—studying the business in all its departments, corresponding and consulting with one another—would not their work add hundreds of thousands of dollars to the receipts of newspapers, as well as save many other thousands that are now lost through the frauds or failures of dishonest advertising agents or impudent advertisers? These agents could be put under bonds, with good and sufficient securities; be under the control of the executive committee of the organization; be required to make regular reports of all the business transacted, of methods used, as well as of the character of advertisers and their financial standing."

There were other suggestions along the same line, but this much suffices to show the outlines of a plan which must be national to be successful. It is doubtless wise for the States to take separate action and have complete, independent organizations, with proper officers or executive committee, whose duty it shall be to carefully guard the interests of the papers of their respective States. But the larger advertisers do not advertise in one State alone. Most of them wish to reach a number of States, and through a number of agents, located one or more, as may be demanded, in each of the great advertising centers, and by an interchange through the national association all the papers will be better and much more profitably served.—*National Journalist.*

There exists not a little curiosity as to what are the most widely circulating papers in the country. In the American Newspaper Directory the highest circulation given is exceeding 150,000 copies an issue. A list of papers coming within this classification has been compiled and will be found below. Some of the papers included have considerably in excess of the limit, while others circulate barely enough to give them a place in this highest class. It will be observed from this that Canada does not have a single representative on the list and that, with the exception of the Chicago *News* and the Springfield (O.) *Farm and Fireside*, the papers emanate entirely from the Atlantic States.

Washington, D. C.,	National Tribune. News, daily.
Chicago, Ill.,	Daughters of America. Golden Moments.
Augusta, Me.,	Sunshine.
Portland, Me.,	Practical Housekeeper and Ladies' Fireside Companion. Youth's Companion. Farm and Home. News, daily.
Boston, Mass., Springfield, Mass., New York, N. Y.,	World, morning. World, evening. World, Sunday. Catholic News. Family Story Paper. Fireside Companion. Century Magazine. Delineator. Harper's New Magazine. Metropolitan. American Rural Home. Saturday Globe. Farm and Fireside. Evening Item, daily. Item, Sunday. Farm Journal. Ladies' Home Journal and Practical House- keeper. Advanced Quarterly.
Rochester, N. Y., Utica, N. Y., Springfield, O., Philadelphia, Pa.,	

It will also be noticed that in this list of twenty-seven papers having the largest circulation, all classes of papers from the dailies to the quarterlies are represented. New York, as might be expected, has the most representatives on the list, while Philadelphia, which is ordinarily supposed to be a very slow city, easily ranks second with five papers circulating the requisite number of copies. In several cases, two or more of the papers enumerated issue from the same establishment, as in the case of the three *Worlds*, the two *Items* and three *Augusta* (Me.) publications.

NORTH CAROLINA has 192 newspapers. Last year it had 197.

*A CONVERSATIONAL AD-*  
*VERTISEMENT.*

There is something in the conversational style of advertisement that attracts attention and holds the eye. Perhaps the fact that newspaper jokes generally appear in this form may have something to do with its attractiveness. Here is an example of this class:

## **HOW TO TELL GOOD BLUING.**

Mrs. SMITH—Oh, Mrs. Jones! I just dropped in to tell you that Araminta's baby had a new tooth, and that Mrs. Bolly has been flirting outrageously with the expressman.

Mrs. JONES—Glad to see you; I was just going out.

Mrs. S.—Where to?

Mrs. J.—To the grocery to get some things—starch, soap and bluing.

Mrs. S.—BLUIN'! Why, bless my soul, how glad I am I cum! BLUIN'! Why, they'd cheat your eyes out. Do you know how to tell good, PURE bluin'?

Mrs. J.—No; how?

Mrs. S.—There, didn't I tell you? Well, you ask 'em for a piece of it, and you drop it in a pail of water, and, if it's GOOD bluin', it'll sink—or—swim, and I'll be durned if I ain't forgotten which!

Now, it requires no tests to tell whether Rogers' Royal Nervine is GOOD for you. It has been tried and tested, and thousands can tell you the result. You want it, you need it, and your druggist keeps it!

A curious feature of this particular advertisement is that the long prologue has nothing at all to do with the article mentioned in the last few lines. One naturally expects to find an announcement of the merits of some special make of bluing at the end of the series of questions and answers, and the advertiser doubtless relies upon the surprise of the reader to impress the nervine upon his mind. It would be interesting to learn whether this style of advertising pays.

THE handbill is the chestnut in advertising.—A. C. Ladd.

*THREE KINDS OF ADVER-*  
*TISERS.*

The Sioux City (Ia.) *Tribune* publishes its views upon three types of advertisers as follows:

The Careless Advertiser works at a great disadvantage, as the very cornerstone of successful business is carefulness in investment. The careless advertiser takes advice too easily and permits too much to depend upon chance. He is at the mercy of "circulation liars" who never prove their statements conclusively. It is the careless advertiser, beyond all others, who keeps alive "fakes." He does not discriminate as to the character of men to be believed or the stories they may tell. And as there are more illegitimate advertising "schemes" than there are legitimate advertising channels, he pays out more money for poor than for good service. After the careless advertiser has been imposed upon he frequently wreaks vengeance upon the legitimate medium and drives off the agent who represents the latter. This separates him further from those interested in his welfare and makes him an easier victim again for the smooth-tongued schemer who never faces a customer but once. A legitimate advertising agent always wants his patron to make money on his investment, and will exert himself to see that he does. Such agents work for reputable mediums. They should be especially encouraged by the careless advertiser.

The Careful Advertiser may be successful, but his possibilities are limited because he wants to do everything himself, and he frequently wants to see the cash box coming down on the wire before he orders the advertising. This is the care that kills; it would kill a cat; and the fickle jade, Fortune, begins flirting with some bolder wooer who will take counsel of experts about advertising. The careful advertiser not only jeopardizes his success by refusing to accept valuable counsel, but by devoting his time to a department which lies outside of the ordinary channel of business, and for which he may be entirely unqualified, while he is neglecting the things he is specially competent to do and which need his closest attention. It is worth money to the careful advertiser to assure himself that he can make more money doing those things which he understands than he can doing those things which he does not un-

derstand, namely, advertising. The apparent cost frequently deters the careful advertiser. Yet advertising is like other investments: the large investor makes more money than the small one. The secret of profitable newspaper advertising is in the use of the right matter displayed in the right way, inserted in the right newspaper, at the right time, in the right territory and at the right price.

The Liberal Advertiser will succeed if he only directs his liberality in right channels and pushes that branch of his business with the same energy he does the rest of it. But if he indiscriminately spends his cash on every scheme, fake and fraud presented, he may be a very long way from success. A fortune may be spent advertising without satisfactory results. Many a one has been so dissipated. If advertising be done for accommodation, for charity, for friendship, for lack of courage to say "no," or for personal popularity, it will be fruitless. To advertise for business popularity is quite different from advertising for personal popularity. The former makes customers of the masses; the latter, customers of a class. The only excuse for spending money in advertising is to gain trade; it is a pure cold business proposition. Some people prefer personal popularity to trade; they need the constant advice of one who regards advertising as the simplest of business propositions. Business run to suit the caprices of others will not succeed. It must be run on principle, and advertising for trade must be run likewise. Those who advertise best, not most, succeed. The liberal advertiser ought to succeed, and he would if he expended his money judiciously.

#### A SOUND VIEW.

We allow the usual commission to reputable advertising agents, who have ample capital to assume all the risks. The commission is given largely for the surety of payment. Men who have no financial backing may be honest enough, have the best intentions of paying, but we cannot afford to take the chances of their losses and bank against mere luck at maturity of bills. No business can afford to trust men (as a rule) who have absolutely no capital at command, and who live from hand to mouth. The agent should be an absolute guaranty against loss, and be

paid for his guarantee. Such as only increase the risk are not desirable persons for publishers to open accounts with. At least, that is the judgment of the publisher of this paper, who has, in the matter of credits, always given himself the benefit of the doubt. It pays.—*Turner's Falls (Mass.) Reporter.*

#### A BIBLICAL ADVERTISEMENT.

In the following advertisement, clipped from the columns of a Lancaster, N. H., paper, the peculiar phraseology of the Scriptures has been employed to point the moral of a timely life insurance:

#### The Parable of the Two Wives

And it came to pass there were two wives, the one wise and the other foolish.

The wise one demanded of her husband even before they were married that he should insure, so that should she be left desolate, yet would she not be destitute also.

The husband did so insure, and the wisdom of his wife did commend her unto him, and he did cleave unto her with a love which was greater than before, and his days were long, and he lived to collect his insurance himself.

For he was insured in the National on the bond plan.

But see the fate of the foolish wife:

She did scoff and revile the agent who did plead with her husband, and had already persuaded her husband to insure.

And she did deny the value thereof, and did bargain with her husband that he should bring her the silver he was to pay for being insured.

And she would care for the same, and with it provide many new and beautiful things for their home, to the end that they might enjoy it together.

And the husband yielded and did give her the silver, and repented of his determination, and took not the policy which the agent had provided.

And lo! the husband was stricken with a fever and did die, and the foolish wife was fain to sell even her trinkets to buy bread for herself and the children which had been born unto her.

And so it was over and over again, and will be always.

Meanwhile we offer to the wise, the industrious and the prudent, the great security and protection afforded by that sterling company, so long and favorably known,

#### NATIONAL LIFE INSURANCE CO.,

GEO. M. STEVENS & SONS, Agents,  
LANCASTER, N. H.

A VIENNA baker is advertising his business by putting a gold ducat in one loaf out of every thousand that he bakes. The people in the poor suburb where his shop is situated fairly fight to buy the loaves.—*New York Sun.*

**NEWSPAPERS AND THE  
PUBLIC.**

---

Constantly in the magazines there is talk about the newspapers, says the Atlanta (Ga.) *Constitution*. It is as if the proceedings of the House should be discussed in the Senate, and the reverend seigneurs there should try to reason out the whys and wherefores of the rumpus daily kicked up by the representatives of the people, while each and every one of the critics in secret applauded his favorite log-roller and rejoiced at his cleverness and his triumphs.

But Mr. Charles Dudley Warner writes about newspapers in a tone so candid and so fair that he commands the attention and the respect of all who read him, including the newspaper makers themselves.

After mentioning the fact that there is general criticism of the newspapers in polite society, he asks the pointed question, why will a public which is so high-toned insist on reading most the newspaper which is most vulgar and fullest of sensation, without regard to reliability?

Here Mr. Warner falls into a common error. A paper which is simply vulgar, whose sensations are mere fakes, whose management is wholly uninspired by any good purpose, does not succeed and cannot compete with genuine enterprise, enlightened by worthy ambition and genuine patriotism. Mere vulgarity and sensation of the cheap order of fakes are as futile and as transient in journalism as naked, unadorned criticism is in literature.

The public does not bestow patronage, year after year, upon something which is an unmitigated fraud. The candid observer will see that the American newspaper, in spite of all the indictments which have been brought against it, sometimes with considerable show of justice, is still an institution of prodigious merit. Every newspaper man knows that it is harder to get the facts accurately in a short time than it is to fake them, and in matters of importance neither the public nor the editors have any patience with fakes. Accuracy is more and more demanded of the reporter. Not only that; the work in cities has been divided into specialties, and a man must not only be reliable, but must have special fitness for the work assigned to him. The market reports of

some of the greater papers have come to be looked for and relied upon by business men; and in all news matters likely to affect important interests the newspapers spare no pains or expense to get the facts, not only quickly, but accurately.

It is on this account that the public continues to read the newspapers while denouncing them. Services of such immense value command patronage, and the carping critic is forced to belie his words by rushing out for his paper before breakfast.

In all candor it must be said that there is a good deal in some newspapers which ought not to be printed, but the reason for it is invariably found in the constituency; and there is hardly a paper in any of the cities which does not print a great deal of matter which, in style and substance, would do credit to the best magazines. In fact it has come to be a truism, so trite as hardly to bear repetition, that many of the shining lights of literature are refused admission to the magazines until they have won their spurs in the newspapers. The young writer has to appeal to Caesar through the daily press, and your magazine editor seems quite content to wait on Caesar's verdict, with little show of effort to see that the fledgling has a fair trial.

The truth is, the men who go to the public once a month are much further from the heart throbs of humanity than those who are with it day by day, constantly in touch with its bounding pulses and eternally warmed and quickened by its vital breath.

But Mr. Warner brings, as it were, a railing accusation against us when he refers to the circulation of *Le Petit Journal*, the French folder which fathers a novelette or two with a brief epitome of the news, and sends out this queer combination to the largest circulation in the world. Upon this he asks whether the moral standard in France is higher than in the United States. This is in the nature of a *reductio ad absurdum*.

An argument that comes to this is sadly out of gear; and this Mr. Warner makes haste to acknowledge. He falls back upon reasonable ground when he attributes the habit of reading questionable sensations to the nervous tension of the American. This, he is able to see, explains much of the frivolity in the press and literature of the United States. Men work so furiously here

that they must have relaxation, and they gulp down fun as a life-preserving anti-dote. Their instinct drives them into humor, and that makes us the most uproariously humorous people on the face of the earth.

But to the last Mr. Warner seems to have failed to comprehend the excellence of the American newspaper, or to have appreciated its enterprise in comparison with the sluggishness of its foreign contemporaries. There is another thing also which he fails to observe: that the newspapers are constantly working higher, and are using their tremendous circulations to cultivate a taste for good matter. As fast as the public will take high class special matter within the broadest range of literature, religion, science and political economy, the greater newspapers hasten to give it to them.

It is rather strange that the magazinists should be attacking American newspapers when they lead the world, though even Mr. Warner does not claim the first place for American reviews.

#### AGAINST LOTTERIES.

The North Dakota Lottery excitement may bear fruit not altogether pleasing to the proprietors of lottery companies. Representative Hansbrough, of North Dakota, has introduced an anti-lottery bill into the House at Washington, which is similar to a bill introduced in the Senate by Senator Sawyer. The bill proposes to amend the laws prohibiting the sending of money through the mails. Heretofore the Louisiana Lottery Company has got around the prohibitive feature of the law by having letters containing money addressed to some bank or other corporation or person. The bill now pending will not allow these companies or persons to receive money for lottery purposes, and the publication of an advertisement of a lottery stating that any person or corporation would receive money for a lottery company, unless the statement was publicly denied, would cause that person or corporation to be considered an agent of a lottery, and letters so addressed must be returned and marked fraudulent. The bill contains no provision for refusing to transmit papers containing lottery advertisements through the mails, which was the objectionable feature of the anti-lottery bill in the last Congress yield him the reward to which the size and sole grounds for its defeat. The

present bill authorizes the Post-Office Department to refuse to pay money orders and postal notes sent to lottery companies or their agents. The bill would, if it passes, seriously cripple the Louisiana concern and perhaps prevent any further attempt being made to introduce it in North Dakota.—*American Advertiser Reporter.*

#### AN OPEN SECRET.

From the latest edition of the "Best" tonic advertising pamphlet called *Secrets*, in relation to which several communications have appeared in these columns, the following is extracted:

This little book which you hold, taken singly, is but one, but it is one of a large family. The edition is ten million. It is produced at the rate of fifty thousand per day, and these fifty thousand books are daily laid, one at a time, on the doorsteps of the country. The production and distribution of these books requires a force of men equal to that used by the largest newspapers. When you hear an editor boasting of his circulation, just remember that there are but seven newspapers in the United States, outside of New York and Philadelphia, which have a larger daily circulation than this book, *Secrets*. There is but one weekly paper published that issues more copies, *Harper's, Century and Scribner's magazines* and *The North American Review*, with their magnificent combined monthly circulation of five hundred and forty-five thousand, are out of the race in two weeks, and, at the end of the month, are left so far behind the circulation of *Secrets* that Mrs. Frank Leslie, with her two weekly and four monthly publications and an edition of the New York Sunday *World* could scarcely bridge the distance. There has been no book published, except the Bible, which approaches this little advertising wonder in numbers, and this edition of ten million *Secrets* is the largest single edition of any publication since the world began. We are glad to see that Americans are sure to perceive the difference between solid and flashy advertising methods. Our truths are plainly stated and our goods are what we claim them to be; enough people have found this out to give us an enormous business. We shall continue our present policy.

A MISTAKE that is often made in advertising, a contributor to the *Money Maker* says, is that the business man, instead of thinking of the public while engaged in constructing his advertisements, is thinking solely of his goods and his shop, and the result is, that unless his advertisements attract attention by reason of their magnitude, his efforts to interest the public in his wares fall flat. The mere enumeration of what he has to offer to the people, unless he adds to his offer a display of striking reductions in prices, does not entitle him.

## THE LAW OF TRADE MARKS.

A month since a committee from one of our State pharmaceutical associations laid the following question before the House Committee on Patents at Washington, viz.:

Does the trade mark of the owner or manufacturer of a patent medicine give the right to control the manufacture and sale of that medicine after the patent has expired?

There is great lack of clear knowledge concerning the value of trade marks, and the extent of protection they afford the trade-marked articles, more particularly when they are combined with patents. Many believe that the mere fact of a preparation being trade-marked gives its owner monopolistic control of it, and that the article cannot be manufactured and sold by others. The decision of the committee on the above question was that a trade mark cannot be made descriptive of the article sold, and after expiration of the patent anyone can make the goods. In commenting on this decision, however, the newspapers have in many cases caused a wrong impression to prevail, and an effort to put the matter in a clear light is therefore proper.

In the *Era* of March 15 appeared these questions from a correspondent:

1. If a new chemical preparation is protected by United States patent, and the party also trade marks the name, at the expiration of the patent does he still have control of the preparation by the trade-marked name?

2. If the trade mark gives him absolute control of the preparation, what is the necessity or value of the patent?

These questions were replied to by Mr. Geo. H. Lothrop, of this city, as follows:

1. A valid trade mark endures, notwithstanding the expiration of a patent on the article to which the trade mark is applied.

2. If the trade mark is the common appellation of the article at the time it was appropriated as such trade mark, it is not valid. If it be a fancy name when appropriated as a trade mark, its subsequent adoption by the public as a common appellation does not destroy its trade mark character.

3. A trade mark cannot give its owner "absolute control of a preparation." It can only distinguish his manufacture from that of others. If it does more than this, it is not a valid trade mark.

Desiring further information, a letter embodying our views was sent to Hon. Benj. Butterworth, Chairman of the House Committee on Patents, in which occurred this paragraph: "We feel that the majority of the firms who hold trade

marks do not understand their real value, particularly when they are combined with patents. From correspondence, \* \* \* we judge that some manufacturers believe that they are entitled to full control of their preparations after their patents have expired because of the trade mark which they may hold on the name. The celluloid case is most often referred to in substantiating their views. We have taken the ground that where the name is at all descriptive of the preparation it becomes public property, and if the process is patented, after the expiration of the patent anyone can make the goods."—*Pharmaceutical Era*.

## AN EDITOR'S LIFE.

One of the beauties and charms of an editor's life is in his deadheading it on all occasions. No one who has never feasted on the sweets of that bliss can begin to take in the glory of its happiness. He does \$100 worth of advertising for a railroad, gets a "pass" for a year, rides \$25 worth, and then he is looked upon as a dead-head or a half-blown deadbeat. He "puffs" a concert troupe \$10 worth and gets \$1 in complimentaries, and is thus passed "free." If the hall is crowded he is begrimed the room he occupies, for if his complimentaries were paying tickets the troupe would be so much in pocket. He blows and puffs a church festival free to any desired extent and does the poster printing at half rates, and rarely gets a thank you for it. It goes as part of his duty as an editor. He does more work gratuitously for the town and community than all the rest of the population put together, and gets cursed for it all, while in many instances where a man who donates a few dollars to a Fourth of July celebration base ball club, or church, is gratefully remembered. Oh, it is a sweet thing to be an editor! He passes "free," you know.—*Exchange*.

THERE are thirty-five papers issued in this country which are classified as conspicuously humorous. *Puck* and *Texas Siftings* have the largest circulation, according to the American Newspaper Directory, and next in order comes *Life*. *Peck's Sun*, of Milwaukee, is also credited with a large issue.

*ADVERTISING IN MEDICAL JOURNALS.*

From a circular issued by the *Medical Brief*, the following argument in favor of medical journals as advertising mediums is extracted :

" This method of gaining the attention of physicians by manufacturing chemists and owners of medical and surgical specialties has largely developed in the last fifteen or twenty years. A successful drug house, now of New York City, which increased its fortune by the judicious advertising of good articles, began some twenty-five years ago to use medical journals, whose pages could then be had yearly for almost a song. The house thereby reached about all the physicians of the country, and gained the continued attention, and largely the indorsement of the medical profession, at a very small cost for advertising, and before its competitors were aware of the scheme. But so soon as the secret was discovered it was followed by a long train of advertisers ; and medical journal advertising has so grown in importance during later years that such pages as then could be secured for a trifl cannot now be had for less than a good round price. Yet that drug house still advertises in medical journals ; and journals with extended circulations now carry numerous advertising pages, distributed monthly and weekly among the rank and file of the profession, who have learned to read and look upon advertisements in medical journals as information of value.

" Advertising in medical journals has proved its usefulness and legitimacy by its permanence and the success it has brought to advertisers. Physicians, even the more conservative, are now more ready to prescribe and indorse proprietary pharmaceutical preparations than in former years. They recognize that some, at least, of these preparations are formulated upon the soundest principles of chemistry and medicine, and by men who are as capable and profound in the *materia medica* and therapeutics as they themselves, and in many instances more expert in chemistry and pharmacy.

" Advertising in medical journals is now, reasonably enough, looked to by many drug houses and manufacturing chemists, on the one hand, as the easiest, cheapest and most certain means of reaching and retaining the

attention of the medical profession, and of creating a demand for their preparations ; and by physicians, on the other hand, as a proper and desirable method of communication.

" Sending circulars to physicians is not to be despised, yet this method is not only costly in proportion to the number of times the physician is reached, as compared with advertising in medical journals, but in many instances ineffectual, as its influence is often but momentary, as the circular may get lost or reach the waste-basket, and the name and address forgotten before the article is tested or wanted ; while the medical journal is kept and read from time to time, with the advertisement matter and address preserved. The traveling agent for a drug house cannot take the place of advertising in medical journals, inasmuch as the advertisement is more ubiquitous, and it not only opens up the way and assists him, but often accomplishes the work in his absence. In the very nature of things, all specialties have their 'day' of profitableness—being either supplanted by something newer, if not better, or finding their way by natural gravitation down to a level with other staple goods, whose price and profits are regulated by the law of supply and demand. Let him, therefore, who has a good thing, if he desires to make its profitableness great and of long duration, exercise not less care as to what he advertises regarding his article, but more care in keeping on advertising it.

" Advertising rates for medical journals, in proportion to their circulations, are higher as the circulation is less. This is a universal rule. It is therefore cheaper and of less trouble to use a few journals of large circulation than a multitude of small circulation."

\*\*\*

" WHY don't you run a paper like that ? " said a merchant to a publisher, throwing down a blanket-sheet city daily. " Why don't you run a store like that ? " said the publisher of the country sheet as he turned the paper over and pointed to a full-page advertisement that brought the city publisher \$250 an issue. Just then the country publisher presented a monthly bill for \$5, and the merchant began to talk of economizing by cutting down his advertisement and stopping his paper. He did both, and the sheriff is now doing his advertising for him.—*Ex.*

## DOCTORS AND NEWSPAPERS.

The antiquated, moss-covered delusion in medical circles that advertising (paid for) is undignified is slowly but surely getting its death blow, says a writer in the Cleveland (O.) *Plain Dealer*. The younger and more progressive element among medical practitioners are evidently arriving at the conclusion that while the circulation of a live newspaper is not, perhaps, as much in their line as the circulation of the blood, it is a very good thing and comes quite handy in their business. That there is a disposition on the part of many regular physicians of high standing to combat the ironclad rule against the use of printers' ink, Chicago is just now furnishing ample proof. The following editorial, referring to a physician well known to the people of Cleveland and all parts of Ohio, appeared recently in the *Chicago Tribune*:

As a general rule a newspaper favors the cause of the man who advertises, if his advertisement does not offend good taste and public propriety, and from this point of view alone the *Tribune* is disposed to defend Dr. Brinkerhoff, a young practitioner, who has been dropped by the College of Physicians and Surgeons because he has advertised his special line of practice in the public papers. But, apart from this, why should the profession longer retain this old and absurd custom of not allowing its members to advertise? In the case of Dr. Brinkerhoff, for instance, the *Tribune* has been informed by one of the most prominent citizens of Chicago that he has been completely cured of a most painful disease, which other physicians had been unable to remove, by the doctor, and that he was induced to apply to him by reading his advertisement. Probably others can give the same testimony. Why, then, should a physician who has made a special study of some form of disease and finds a special remedy for it, or has special skill in treating it, be debarred from announcing that fact in a modest advertisement? Why should he be prevented from making the fact public? One can readily understand why self-laudation and brazen puffery should be debarred, for that is the trick of quacks, but puffery is one thing and a simple announcement of the specialty which the physician feels qualified to treat is another. The purpose of an advertisement is to bring those who want something in contact with those who have that something to dispose of. The physician's advertisement would answer the same purpose. The patient wants to be healed. The advertisement would acquaint him with the doctor who could heal him and who had the skill to deal with his special case. This is not puffery or quackery. On the other hand, it looks very much like humanity.

The *Plain Dealer* indorses every word of the above, and is pleased to note that the leading newspapers in different parts of the country are devoting much space at this time to the

good missionary work of showing up the absurdity of the advertising clause of the medical code of ethics. This clause, which prevents the graduates of the "regular" schools of medicine from informing the public of any particular ability they may possess in the treatment of human ills, is decidedly too unprogressive for a class of men who have made such grand progress during the past half century. And when so successful a practitioner as Dr. Brinkerhoff is dropped from a medical association, simply and only because he has seen fit to tell the public through the medium of a newspaper that he has devoted himself to the especial study of certain ailments, and offers his service to the treatment of those ills—when this thing comes to pass, intelligent persons need not be blamed if they pause to wonder if this is really the year 1890.

In last Tuesday's *Tribune* Dr. Brinkerhoff defends himself in a communication that is so directly to the point that we produce it below:

The recent action of the Alumni Association College Physicians and Surgeons of this city in expelling me from their association because of "advertising" has placed me in a position where I must defend myself or else quietly submit to the unjust accusations of a regular (?) profession. Their action has compelled me to take a stand which from the earliest days of my medical schooling has seemed a just one, i. e., that truthful advertising by the specialist is honorable, and should be looked upon in that light by the public, but should receive the sanction of the regular profession, and to that end their musty code of ethics should be changed and the clause prohibiting advertising be abolished.

That portion of the ethics relating to advertising is a relic of the days when water was refused a feverish patient and the lancet and bleeding were the only hopes (in the eyes of the profession) of saving their patients from a speedy death. To-day, were a physician to advocate these old theories he would be denounced, and justly so. However, the time is within the recollection of this generation when fever and water, according to the regular profession, were antagonistic, the lancet and the doctor fast friends. The profession, it is said to their credit, have abolished the above ideas, but still cling to their ancient idea that "to advertise is dishonorable, unprofessional," and just cause for the disbarment of the advertiser from any of the privileges accorded the dignified unadvertising "regular."

It devolves upon the young men of the profession to renovate the code. Have the young practitioners not had the wool pulled over their eyes long enough? Is the time not at hand when they should look on their surroundings with eyes of their own and judge what is best with minds of their own? They get their ideas from the professors of medical colleges. Not to "advertise" is lectured to them from the time they enter college until they leave. I cannot better illustrate the relation of professor and student than by the

reply of a selfish child to a playmate when asked to share his sweetmeats: "No, it will make you sick," at the same time calmly continuing to devour them himself. The professor tells the students "they must not advertise. It will make them disreputable, irregular and quacks." Have they ever stopped to think, while the professor stands before them and thus warns them of the evil of advertising, that it is his desire to advertise himself that brings him before them as a teacher? He has a good thing; he is advertising himself, and at the same time the college is circulating printed matter bearing his name—his special lecturing and practicing branches, office address, etc.

The medical college of the day is nothing but an "advertising trust," from which the young practitioner is debarred from entering until he has saved up enough money to buy some stock and thus secure a professorship. This done, he is on the inside. He is a member of the trust.

Do you suppose for a moment that the stock of any medical college pays sufficient dividends to remunerate a busy physician for spending his time lecturing? To the contrary, I will venture the assertion that there are very few medical schools that pay their running expenses and interest on the amount of money invested in buildings, etc. If his stock pays no dividends why, then, is he there?

I do not condemn a professor for advertising. On the contrary, it is commendable, but they deserve the condemnation of every sensible practitioner of medicine, young or old, for posing as nonadvertising saints when they are really the greatest advertising sinners the profession has in its ranks.

W. C. BRINKERHOFF, M. D.

#### HOW TO WIN FORTUNE.

Mr. Andrew Carnegie contributes to the New York *Tribune* an article of more than ordinary value, giving advice to young men who want to rise in the business world, and which, while not intended for any special class of persons, may, with propriety, be quoted in PRINTERS' INK. Following are some of the points made:

In the mercantile, commercial and financial branches of business, which are all under the law which drives business affairs into large concerns, the poor clerk takes the place of the trained, mechanic in the industrial world. Claffin's, Jaffray's, Sloan's, the Lords, the Taylors, the Phelpses, the Dodges, the gigantic houses of Jordan & Marsh in Boston, of Field in Chicago, Barr in St. Louis, Wanamaker in Philadelphia, Meldrum & Anderson, Buffalo; Newcomb, Endicott & Co., Detroit; Taylor, Cleveland; Daniels & Fisher, Denver; Horne, and Campbell & Dick, Pittsburg—all these and the corresponding houses throughout the country, as far as I am able to trace their history, have the same story to tell. Wanamaker, Claffin, Jordan, Lord, Field, Barr and the others were all poor boys in the store, and Phelps and Dodge both poor clerks.

The total absence of the college graduate in every department of affairs should be deeply weighed. I have inquired and searched everywhere in all quarters, but find scarcely a trace of him.

We often hear men complaining that they get no chance to show their ability, and when

they do show ability, that it is not recognized. There is very little in this. Self-interest compels the immediate superior to give the highest place under him to the man who can best fill it, for the officer is credited with the work of his department as a whole. No man can keep another down. Genuine ability will not down. It will be noticed that many of the practical men who have earned fame and fortune have done so through holding on to improvements which they have made. Improvements are easily made by practical men in the branch in which they are engaged, for they have the most intimate knowledge of the problems to be solved there. It is in this way that many of our valuable improvements have come. The man who has made an improvement should always have an eye upon obtaining an interest in the business rather than an increase of salary. Even if the business up to this time has not been very prosperous, if he has the proper stuff in him, he believes that he could make it so, and so he could. All forms of business have their ups and downs. Seasons of depression and buoyancy succeed each other, one year of great profits, several years with little or none. This is a law of the business world, into the reasons of which I need not enter. Therefore the able, young, practical man should not have much regard as to a choice of the branch of business. Any business properly conducted will yield during a period of years a handsome return.

One great cause of failure of young men in business is lack of concentration. They are prone to seek outside investments. The cause of many a surprising failure lies in so doing. Every dollar of capital and credit, every business thought, should be concentrated upon the one business upon which a man has embarked. He should never scatter his shot. It is a poor business which will not yield better returns for increased capital than any outside investment. No man or set of men or corporation can manage a business man's capital as well as he can manage it himself. The rule: "Do not put all your eggs in one basket," does not apply to a man's life-work. Put all your eggs in one basket, and then watch that basket, is the true doctrine—the most valuable rule of all. While business of all kinds has gone, and is still going rapidly, into a few vast concerns, it is nevertheless demonstrated every day that genuine ability, interested in the profits, is not only valuable but indispensable to their successful operation. Through corporations whose shares are sold daily upon the market; through partnerships that find it necessary to interest their ablest workers; through merchants who can manage their vast enterprises successfully only by interesting exceptional ability; in every quarter of the business world, avenues greater in number, wider in extent, easier of access than ever before existed, stand open to the sober, frugal, energetic and able mechanic, to the scientifically educated youth, to the office boy and to the clerk—avenues through which they can reap greater successes than were ever before within the reach of these classes in the history of the world.

When, therefore, the young man, in any position or in any business, complains and complains that he has not opportunity to prove his ability and to rise to partnership, the old answer suffices:

"The fault, dear Brutus, is not in our stars,  
But in ourselves, that we are underlings."

IT pays better to advertise most when trade is dull, and when it is good economy.—*Elkhart (Ind.) Truth.*

## COMMENDATIONS.

LAPP DRUG COMPANY,  
PHILADELPHIA, Pa., April 19, 1890.  
*Geo. P. Rowell & Co.:*  
\* \* \* We find PRINTERS' INK very interesting.

CLEARWATER, Minn., April 20, 1890.  
*Editor of PRINTERS' INK:*  
\* \* \* In my opinion PRINTERS' INK is of inestimable value. I look for it with great interest each week.

T. F. WHARTON.

STANDARD PUBLISHING COMPANY,  
CINCINNATI, Ohio, April 8, 1890.  
*Geo. P. Rowell & Co.:*

\* \* \* We greatly prize PRINTERS' INK, and read it with much profit and pleasure. We wish you continued prosperity.

CHRISTIAN STANDARD.

UNITED STATES SAVINGS BANK,  
NEW YORK, April 16, 1890.  
*Editor of PRINTERS' INK:*

\* \* \* We find PRINTERS' INK very interesting.  
GEORGE A. MIDDLEBROOK,  
Sec. and Treas.

THE HOUSEKEEPER,  
MINNEAPOLIS, Minn., April 10, 1890.  
*Editor of PRINTERS' INK:*

I read your journal with great interest and advantage. \* \* \* J. E. FISHER.

THE REPUBLIC-JOURNAL,  
LITTLETON, N. H., April 22, 1890.  
*Editor of PRINTERS' INK:*

\* \* \* I find PRINTERS' INK pays me well. It is a most valuable and interesting little paper.

GEORGE C. FURBER.

OFFICE OF  
THE BULLOCK COAT COLLAR SPRING CO.,  
LA CROSSE, Wis., April 12, 1890.  
*Geo. P. Rowell & Co.:*

Through the kindness of E. C. Allen, Augusta, Me., I receive PRINTERS' INK regularly every week, and must say that I am very much pleased with it. I find it a good and valuable informant on everything pertaining to advertising. Keep the good work up.

OTTO BORRESEN.

A dainty little visitor to the editor's table is PRINTERS' INK, published by Geo. P. Rowell & Co., New York. Though we seldom have time to go through the mammoth Sunday *World*, or even the magazines, we never fail to read PRINTERS' INK from cover to cover, and invariably find enough information to pay for the time over and over. Long-felt wants are out of fashion since PRINTERS' INK made its appearance.—*Cornwall (Ont.) Freeholder.*

## SPECIAL NOTICES.

*Advertisements under this head, two lines or more, without display, 25c. a line.*

KELGUM TAPE IS THE BEST.

FARMER'S CALL, Quincy, Illinois.

THE HOUSTON POST—All South Texas.

SUNBEAM, Seligman, Mo. Rates low. Try it.

THE KNOXVILLE JOURNAL covers East Tennessee.

TELEGRAPH, DUBUQUE, IOWA. 15,000 circulation. Population, 35,000.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation, over 200,000.

BRIDGETON (N. J.) NEWS prints 3,500 daily. Largest circulation in South Jersey.

FARM JOURNAL, Richmond, Va. Circ'n, over 7,000. 1 inch for 30 days \$6 a year.

A NEW WRINKLE in address envelopes, 10 cts. C. DE VOS, Battle Creek, Mich.

HOME FARM AND FACTORY, St. Louis, Mo., Al; 60,000; semi-monthly, agricul't.

GRASS VALLEY, Cal. Richest district in the State. TIDINGS (d. & w.) covers it.

SENTINEL, Ionia, Mich. Largest circulation in county. Only Republican paper.

FACTORY price. Ship direct. Cat'logue free. Hulbert Fence & Wire Co., St. Louis, Mo.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 25,000 circ'. Rate, 30 cents per line.

ISLAND REPORTER, Sydney, Nova Scotia. Unique Scotch constituency. Large circ'n.

LYNN (Mass.) ITEM. 8 pages. Average daily Circ'n, 8,000. Best advertising medium in the city.

COLORADO EXCHANGE JOURNAL is the Monarch of Western industrial weeklies, \$2.00 per year. Denver.

THE EVENING WISCONSIN, Milwaukee, has the largest circulation of any daily in the State. (See notice, page 605.)

SAN FRANCISCO CALL, the best morning newspaper in California. Unequalled in circulation, character and influence.

THE MEDICAL WORLD. Circulation larger than that of any other medical journal in the world. Send for rates. Philadelphia.

LOWELL MASS., has 80,000 population. THE TIMES has the largest circulation among all classes. Send for specimen and rates.

SAN FRANCISCO BULLETIN—estab. 1855—is the leading evening newspaper of California in circulation and influence. Try it.

FAMILY STORY PAPER—Circ'n larger than any other story paper. \$1.25 per line. JOHN LANE, P. O. Box 5,236, Trib. Bldg, N. Y.

N. B.—VANDERBURGH, WELLS & CO. No. 8 Spruce, near Nassau Street, (Cottrell Building).

SALT LAKE TRIBUNE, according to the American Newspaper Directory for 1890, has the largest circulation of any daily paper in Utah.

SEATTLE, Washington, has a population of 50,000. The only Perfecting Press in the city is owned by the Seattle POST-INTELLIGENCER.

TORONTO GLOBE, according to the American Newspaper Directory for 1890, has the largest circulation of any daily in the Province of Ontario.

PAPER DEALERS—M. Plummer, & Co., of 161 William street, New York, will fill any order for paper—from half a quire to thousand ton lots.

THE DENVER REPUBLICAN, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper in Colorado.

THE HOUSTON POST is the cheapest and most thorough medium by which advertisers can get before the people of Eastern, Southern and Western Texas.

TIMES, Hartford, according to the American Newspaper Directory for 1890, and by general consent, has the largest circulation of any daily in Connecticut.

**DALLAS NEWS** and **GALVESTON NEWS**, according to the American Newspaper Directory for 1890, have the largest circulation of any daily papers in Texas.

**INTERIOR**: Chicago, according to the American Newspaper Directory for 1890, has a larger circulation than any other Presbyterian weekly in all America.

**ATLANTA JOURNAL**, according to the American Newspaper Directory for 1890, has the largest circulation of any daily newspaper issued in the State of Georgia.

**THE LORD & THOMAS Religious Newspaper Combination** is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

**PEORIA JOURNAL**, according to the American Newspaper Directory for 1890, has the largest circulation of any daily paper in Illinois, outside of the City of Chicago.

**ADVERTISEMENTS** received for leading American newspapers. Files kept three months for examination by advertisers. Address **GEO. P. ROWELL & CO.**, New York.

**ELECTROTYPES**: A large stock of electrotypes of engravings—embracing all subjects at nominal prices. **THE PRESS ENGRAVING CO.**, 88 and 90 Centre St., N. Y.

**RICHMOND DISPATCH**, according to the American Newspaper Directory for 1890, has the largest circulation of any paper in Virginia both for its Daily and Weekly editions.

**THE SUNDAY EDITION OF THE BALTIMORE AMERICAN**, according to the American Newspaper Directory for 1890, has the largest issue of any Maryland newspaper.

**JOURNAL OF AGRICULTURE**, weekly. Guaranteed and sworn circulation 45,000 weekly. 25c per agate line. Send for sample copy. **Journal of Agriculture**, St. Louis, Mo.

**BUFFALO TIMES**, according to the American Newspaper Directory for 1890, has a circulation which is exceeded by but one other paper in the State, outside the City of New York.

**PORTLAND OREGONIAN**, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily paper published west of St. Paul and north of San Francisco.

**MARSHALL, TEX.**, wants a **TANNERY** and **SHOE FACTORY**. Inducements offered. Bars, \$6.50 per cord; green hides, \$2.50 per cwt.; grounds free. Address **R. L. JENNINGS**, Marshall, Texas.

**OMAHA BEE**, according to the American Newspaper Directory for 1890, has the largest daily, the largest Sunday, and the largest weekly issue possessed by any Nebraska newspaper.

**WEST SHORE**, an Illustrated Weekly, printed at Portland, according to the American Newspaper Directory for 1890, has more than double the circulation of any other Oregon newspaper.

**FREE!** A box, containing 10 varieties of Sea Shells, will be sent free, on receipt of 15c., to pay postage and registry fees. Send for List of Fls. Curios and Plants. **RICHARD SCOTT**, Sarasota, Fla.

**JACKSONVILLE TIMES UNION**, according to the American Newspaper Directory for 1890, is the only paper in Florida which prints regularly more than five thousand copies each and every issue.

**MEDICAL BRIEF**: a monthly, published at St. Louis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other medical periodical printed in the United States.

**CHRISTIAN REGISTER**: Boston, Mass., according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper published in the interests of the Unitarian denomination.

**KANSAS METHODIST**, published weekly at Little Rock, has the largest circulation of any paper in the State, according to the American Newspaper Directory for 1890. The circulation is sworn to.

**THE NEW YORK LEDGER** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**POSTEN**, a Weekly, published at Decorah, is credited by the American Newspaper Directory for 1890, with having an large a circulation as any newspaper in Iowa. Actual sworn circulation over 25,000.

**BUFFALO EVENING NEWS**, according to the American Newspaper Directory for 1890, has a greater circulation than any other Daily in the State outside of the City of New York, not excepting Brooklyn.

**SEATTLE POST-INTELLIGENCER** has the largest circulation, both daily and weekly, of any paper published in the new State of Washington, according to the American Newspaper Directory for 1890.

**INDIANA FARMER**: published at Indianapolis; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural weekly issued in the State of Indiana.

**HOLY FAMILY**: a Catholic weekly, published in New Orleans; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the South.

**CLEVELAND PRESS**, sworn statement, according to the American Newspaper Directory for 1890, has a larger circulation than any other Daily paper published in Ohio outside of the City of Cincinnati.

**MINNEAPOLIS JOURNAL** is the only daily in the State of Minnesota that is rated by the American Newspaper Directory for 1890 as having a circulation of more than 25,000 copies each issue. (28,500).

**CHRISTIAN STANDARD**, Cincinnati, weekly, according to the American Newspaper Directory, the leading Christian newspaper and one of the several religious papers exceeding 25,000. Try it. Always full of business.

**ST. PAUL GLOBE**: Sunday edition, is the only Sunday paper in the State of Minnesota that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**ACCORDING** to the American Newspaper Directory for 1890, **HOME AND COUNTRY**, a monthly Veteran's friend and literary paper at N. Y. City, has the largest circulation of any of its class. Make a note of this.

**THE NEW YORK SUNDAY MERCURY** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE CENTURY MAGAZINE**, New York, is one of the 27 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**THE weekly edition of the TOLEDO BLADE** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**CHARLESTON, S. C. THE NEWS AND COURIER** has the largest Daily, Weekly and Sunday issue of any paper published in the State of South Carolina, according to the American Newspaper Directory for 1890.

**HOUSEHOLD PILOT**, published at New Haven, a Monthly, has more than four times the circulation of any other periodical printed in Connecticut, according to the American Newspaper Directory for 1890.

**SHOE DEALERS** everywhere read the **BROCKTON SHOE**, monthly. Elegantly illustrated. Send for copy. Brockton, Mass.

**THE KANSAS FARMER**, published at Topeka, has the largest circulation of any Kansas newspaper according to the American Newspaper Directory for 1890. Ask for sample.

**LIPPINCOTT'S MAGAZINE**, Philadelphia, Pa., is one of the 55 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE NEW YORK MORNING JOURNAL** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**LONDON DAILY FREE PRESS**, according to the American Newspaper Directory for 1890, has the largest circulation of any daily in the Province of Ontario outside of the City of Toronto. **GEO. P. ROWELL & CO.**

**THE Weekly Edition of THE TORONTO MAIL**, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper printed in the Province of Ontario. **The Mail**, Toronto, Can.

**HOME AND FARM**: semi-monthly, issued at Louisville, Kentucky; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural paper published south of the Ohio river.

**THE price of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to *Printers' Ink* for one year. Address: **GEO. P. ROWELL & CO.**, Publishers, No. 10 Spruce Street, New York.**

**RICHARD AND GARDEN**: a monthly, published at Little Silver, in the State of New Jersey; has, according to the American Newspaper Directory for 1890, very much the largest circulation of any agricultural paper issued in the State.

**LUMBER**: According to the American Newspaper Directory for 1890, the **NORTHWESTERN LUMBERMAN**, a weekly journal of 56 pages, published in Chicago, has a larger circulation than any other paper devoted to this interest.

**THE SATURDAY GLOBE**, a weekly newspaper, published at Utica, N. Y., is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE MAY CENTURY**, containing contributions by Geo. Kennan, Jos. Jefferson, Amelia E. Barr, Walt Whitman, Thomas Bailey Aldrich, Brander Matthews and others, will be issued May 1st. For sale by dealers everywhere. Price, 35 cents.

**PATRON'S GUIDE**, Port Huron, is the only paper in Michigan, outside of Detroit, that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue. Actual circulation, April 1, 60,000.

**FARM POULTRY**, Boston, Mass.—Ably edited to interest and instruct the many thousand artisans, mechanics and families in the suburbs of large towns who, as well as farmers, keep a few hens; therefore, an excellent general advertisers' medium.

**WELSH**: of all the newspapers in the United States printed in the Welsh language the largest circulation, according to the American Newspaper Directory for 1890, is possessed by **Y DREYCH**, a weekly published at Utica, N. Y. Circ'n over 10,000.

**MEMPHIS AVALANCHE**, Weekly edition, according to the American Newspaper Directory for 1890, has a larger circulation than any other secular paper printed in Tennessee, and its Sunday edition is also larger than that of any other Sunday paper in the State.

**CATHOLIC NEWS**: a weekly, published in New York City; is the only religious periodical in the United States, according to the American Newspaper Directory for 1890, that has a regular issue exceeding 150,000 copies.

**GOSPEL BANNER**, Augusta, Me., leads in general circulation all religious publications of Maine, New Hampshire, Vermont and Connecticut, and reaches more Universalists in those four States than any religious weekly.

**THE TOLEDO DAILY BLADE** now has an average circulation of 12,000, reaching some days of each week 13,700. This is a larger circulation than all other Toledo Dailies combined, and the largest circulation of any daily paper in Ohio outside of Cleveland or Cincinnati.

**FRENCH**: of all the papers published in the French language in British North America, or in all America for that matter, the largest circulation, according to the American Newspaper Directory for 1890, is possessed by a daily issued at Montreal, P. Q., called **LA PRESSE**.

**LAKE CHARLES AMERICAN**, a Weekly, has by far the largest circulation of any paper in Louisiana outside of New Orleans, and is exceeded by one weekly in the State, according to the American Newspaper Directory for 1890. Special terms for space to large advertisers.

**WINDING** from the patronage of Texas advertisers, **THE HOUSTON POST** is the most popular Daily in Southern Texas. It publishes more "want" ads. than all Texas Dailies combined, and is the recognized State medium for "wants." Circulation considered, rates are very low.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: **GEO. P. ROWELL & CO.**, Newspapers Advertising Agents, No. 10 Spruce Street, New York.

**THE BIRMINGHAM AGE-HERALD** has a considerably larger issue than any other Daily published in Alabama, and the **WEEKLY HERALD** has more than three times the circulation of any other Alabama weekly, according to the new edition of the American Newspaper Directory for 1890.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory for 1890, 1,420 pages, price \$5. **G. P. ROWELL & CO.**, Newspaper Advertising Agents, 10 Spruce St., New York.

**SOUTHERN CHRISTIAN ADVOCATE**: published at Columbia; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the State of South Carolina. For sample copies and rates, address **CHARLES A. CALVO, Jr.**, Columbia, S. C.

**TEXAS FARM AND RANCH**: a semi-monthly published at Dallas; has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. **Editorial office, 119 Potter Building, New York.** **J. C. BUSH**, Manager.

**ALLEN'S LISTS—THRIFTY FARMER AND A FIRESIDE MAGAZINE**: a monthly, published at Portland; has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural periodical issued in the State of Maine. It is one of the renowned **ALLEN'S LISTS** publications.

**LAWYERS ARE BUYERS**. The National Reporter System, published weekly, has, according to the American Newspaper Directory for 1890, the largest circulation of any of the law journals—more than half as large as all others combined. Guaranteed 30,000 weekly. For advertising, address **S. C. WILLIAMS**, Room 42 Tribune Building, N. Y. City.

**FARMERS' REVIEW**: a weekly, published in Chicago; has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural publication issued in the State of Illinois.

**THE ARGONAUT** is the only High-Class Political and Literary Weekly published on the Pacific Coast. It goes into all the well-to-do Families of the Pacific Coast. It has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies. Thousands of single stamped copies of it pass through the post-office every week, remailed by subscribers.

**THE TEXTILE INDUSTRY** is probably the largest manufacturing interest in this country, directly covered by one journal, THE TEXTILE MANUFACTURING WORLD, of Boston, with its weekly circulation of 10,000, far exceeding all rivals, affords the means of covering this field completely. Send for rates and evidence of other people's experience in Textile advertising.

**A DVERTISING IN GERMAN NEWSPAPERS** throughout the United States and Canada, carefully executed, at favorable prices, and with every advantage in favor of display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete List of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

**HARTFORD TIMES**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Connecticut the paper named on this list is the **HARTFORD TIMES**.

**WILMINGTON NEWS**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Delaware the paper named on this list is the **WILMINGTON NEWS**.

**O**NE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

**TO REACH THE HOTEL MEN OF AMERICA**.—The latest edition of the Official Hotel Directory of the United States, often called "The Hotel Red Book," contains a list of 22,500 hotels in the United States and Canada. For the purpose of attracting the attention of the proprietors of these hotels to the merits of PRINTERS' INK, as a guide and instructor in the art of advertising and thus inducing subscriptions, a copy of the issue of May 14, 21 or 28, will be sent to every name on this list. To one-third May 14; to one-third May 21, and to the remainder May 28. GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

**WEATHERFORD (TEXAS) CONSTITUTION**.—Railroad building, coal mines being developed, \$100,000 female seminary, \$50,000 Chautauqua grounds, improvements, blocks of business houses, hundreds of tenement houses being built, two of the best crops in its history, with prospects of a third in succession; more cotton sold by the producers in its market than any other city in the State, together with scores of other good things, makes Weatherford, Texas, and surrounding territory a field that every advertiser would like to reach. The WEATHERFORD CONSTITUTION occupies this field thoroughly. It has the largest circulation of any paper in the State outside of the six leading cities.

**BOTH THE PHILADELPHIA EVENING ITEM AND THE SUNDAY ITEM** are counted among the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue. It is 100 miles south of New York that is counted in this class. Its total edition, including the Sunday issue, is the second largest in the United States.

**T**HE EVENING WISCONSIN of Milwaukee has established a branch office in New York, at No. 10 Spruce St., and has placed in charge of it office Mr. C. E. Eddy. Mr. Eddy is a salaried employee of the EVENING WISCONSIN, and will make it his business to represent the advertising department of the paper and give rates for advertising, the same as is done at the Home Office in Milwaukee. Advertisers and advertising agents can deal direct with the Home Office or the New York Branch, as they may elect. All accounts with advertisers and advertising agents will be kept at the Home Office, as heretofore. The EVENING WISCONSIN has been on the map in order that claims might be represented in person by an employee, who is acquainted with its claims and advantages as an advertising medium. Our representative will make calls upon any who may notify him of a desire to do business, or to make inquiries as to the circulation and character of the WISCONSIN. The EVENING WISCONSIN ranks as one of the first-class newspapers of the country. It has the reputation of being THE BEST AFTERNOON PAPER PRINTED IN THE UNITED STATES. In its dealing with advertisers it aims to give good value for its charges, and to make its charges uniform for the same service. In this regard its business method is exceptional. Possibly it may not be the best method by which to do business; but it is the rule of the office, and no one is allowed to deviate from it. Files of the DAILY and WEEKLY WISCONSIN will be kept at the New York Branch Office, and may be inspected at all times by those using its columns. CRAMER, AIKENS & CRAMER.

#### WANTS AND FOR SALE.

*Advertisements under this head 25 cents a line*

#### WANTED.

**WANTED**.—Numbers 1, 3 and 5 of PRINTERS' INK, Vol. II. B. W. TILLSON, 182 Bloor St. East, Toronto, Ontario.

**N**AMES WANTED.—Subscription lists of papers reaching Farmers, etc. Give price. Address "CASH," Box 5,815, N. Y.

**E**VERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-five words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

#### FOR SALE.

**I**F YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-five words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

**FOR SALE**.—One of the best-paying county newspapers in Texas. Established in 1876. Published at county site. Population 1,200, of county 30,000. Annual advertising patronage of \$2,500. Official organ of the county. First class job-office, with 10 months' unexpired contract for county printing. Only job office in town, with a splendid run of job work. \$8,500; half cash; balance in one and two years with interest. This includes house and lot. Good reason for selling. NEW ERA, Groesbeck, Texas.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.  
Office: No. 20 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, APRIL 30, 1890.

SEVENTY-FIVE publications, weekly and monthly, are issued for and devoted to the pleasures and instruction of children.

SPEAKING of papers with curious names, a California paper calls attention to a contemporary which goes by the name of the *Iron Dollar*. It preserves consistency in its department headings by giving them such titles as "Dimes and Half Dimes," "Editorial Picayunes," "Nickels and Pennies," "County Seat Specie," etc.

PRINTERS' INK hopes to be pardoned for devoting so much space in this and previous issues to the methods adopted for advertising the "Best Tonic." It does not at all indorse those methods, but permits them to be set forth in the belief that some good and able man will be led to read Morrison, the manager, such a lecture as shall cause him to pause in his career of wickedness and return to his first love, the only legitimate advertising medium — the newspaper.

IN the latter-day novel the heroine is generally represented, more or less frequently, as poring over the pages of a fashion journal. That the latter-day novelist is not so far out of the way in estimating the popularity of this class of literature the statistics would seem to indicate. There are twenty-six publications devoted exclusively to fashions, of which at least one has more than 150,000 circulation, and two more than 75,000. The average circulation of the twenty-six is probably larger than that of any other class of journals issued.

THERE are twenty-nine newspapers in this country devoted to the deaf, dumb and blind.

MURAT HALSTEAD, of the Cincinnati *Commercial Gazette* has accepted the editorship of the Brooklyn *Standard-Union*, with the idea of "building up a great Republican newspaper" in that city. His name now appears at the head of the *Standard-Union's* editorial columns, together with that of its proprietor, William Berri.

THE advertiser who is striving to compose an uncommon and novel newspaper announcement should remember that he is traveling the same road that many have been over before. If he would outdo his competitors in the attractiveness of his advertisements he must be willing to spend the amount of time and labor necessary to push his efforts not merely to the point that others have attained before, but beyond as well.

WHEN a newspaper which, from the very nature of things, ought to be well posted on the different styles of advertising, undertakes to advertise itself, the result is sometimes unique and oftentimes entertaining. *Kate Field's Washington* is advertised as "the only national independent weekly review with the big L." This remarkable claim was equalled by a New York afternoon paper, which recently issued a placard bearing the amusing announcement: "An entire circus for two cents. Read the *Commercial Advertiser*."

THE Turner's Falls (Mass.) *Reporter* has issued a circular giving its advertising rates, to which are appended some remarks of general interest:

If you cannot afford to pay these rates, it is your misfortune, not our fault. They are worth the money, and we know it.

All advertising frauds are known to us.

We don't want trees, vines, shrubs, seeds or any such "dicker" in exchange for advertising. We are not a granger, nor is the *Reporter* published in the back woods. We are condemned to do business among piles of brick and mortar and granite, where land is worth fifty cents a square foot to build on, so we cannot use trees and shrubs, mowing machines, wheelbarrows or donkey carts in our business. This is in reply to an offer every day to trade such goods as the granger uses for advertising.

This unique circular winds up with the information, in full-face type, that "the due-bill faker is at once introduced to the waste basket."

THIS is the way a Smiths' Falls (Ont.) baker advertises in the local paper:

If you want a wife	{	Call on
If you want a husband		McBETH !
If you want a girl		he can
If you want a fellow		supply the
If you want a bridescake	latter !	

JAMES W. SCOTT, of the Chicago *Herald*, announces the publication of a new evening paper in that city to be known as the *Post*, the first number of which is promised for April 29. It will consist of eight pages, and will sell for two cents. In writing to PRINTERS' INK of his new venture, Mr. Scott says: "The great success of the *Chicago Herald* in the morning has led me to believe that there can be a similar success in the evening, as Chicago has over a million population within its limits and only three evening papers. The *Post* has its own staff and printing establishment, and will, as soon as it can be made ready, occupy its own building." The effort will be made to keep the two papers entirely distinct, and to this purpose the type of the *Evening Post* has been made so unlike that of the *Herald* that it will be impossible to change reading matter from one to the other. The new paper will be represented in New York by T. B. Eiker.

PRIZE competitions have always been made more or less of a feature among a certain class of papers. Some of the daily newspapers have lately been going into the scheme very extensively with the idea of booming circulation. The announcement is made that the person in some specified class who receives the largest number of votes from the readers of the paper shall be awarded a prize. As every vote must be recorded upon a blank coupon, printed in each issue, the natural tendency of such a competition is largely to increase the demand for copies of the paper; and so it has been found to operate by newspapers which have tried it. Since some local advertiser can be induced to furnish the principal prize, simply in consideration of the free advertising which he will incidentally receive, the cost of such a competition to the newspaper conducting it is small. The question arises, however, how large a proportion of the circulation thus gained is permanent and what is its value to the advertiser?

IF a single agency in New York should control one-half of all the advertising now forwarded by the one hundred and more that are established here, it could do the work better, at half the present rate of commission; and when that agent was instructed to get full rates or refuse orders, he would obey. It is not practicable, however, to limit the New York agencies to one or two; but it is possible for every publisher to select such agents as he likes to deal with and print their names on his rate card. Whenever he decides to authorize a new one to act, he can give due notice to all who are previously appointed. If this plan is pursued it will be found that the agent that renders best service will in a few years have secured the special and exclusive agency for a large number of desirable papers, and be in a position to refuse to act for a publisher who is not square. The publisher, in turn, who is not satisfied with the agent of his choice will, after due notice, cease dealing with him and open an account with another. In this way agents will work for special lines of papers instead of pretending to work for all, will have smaller expenses, and can afford to accept a smaller commission. The best advertising agents—those having offices to attend to—are expected to be in them to meet customers, and consequently do not come so much in contact with new advertisers whose plans are not matured as a canvasser does. This is the reason why it so often comes about that a man claiming to be an advertising agent, but doing business without an office, seems to have control of a line of desirable business. If not intercepted by the canvasser, such orders are certain to reach the newspapers through an agency known to be well established and responsible. Responsibility is one of the considerations for which a commission is allowed to an advertising agency. Advertising agencies of great repute, like great newspapers, do not spring up in a night. They grow up slowly. The canvasser is entitled to consideration, but should not have the full consideration that is allowed to the responsible, established and well-known agent. It would be better all around if the canvasser should do his business through the established houses, instead of being encouraged to open accounts with publishers to whom he is not well known.

## Correspondence.

## THE ADVERTISERS' NEEDS.

NEW YORK, April 10, 1890.

*Editor of Printers' Ink:*

Regarding the discussion in your columns growing out of Mr. Gunnison's article on display type and the exclusion from such papers as the New York *Herald* and Brooklyn *Eagle* (a subject important enough to justify the space given), is it not singular that the idea of creating a new style, or school, of type expressly for advertising purposes, which will be a satisfactory medium between the two extremes described by Mr. Gunnison, has found no footing in the discussion? The introduction of such type is now actually under way, and it is claimed that it will "fill the long-felt want" by recognizing the growing number of publishers who dislike to use "black-faced" type, while still being acceptable to advertisers.

It has been estimated that the New York *Herald* has lost at least \$500,000 a year by insisting on the use for display of that relic of past ages—the "composite letter," which is almost invariably unsatisfactory to the advertiser compelled to use it (and that, too, at an extra price). If a journal will not insert the ordinary black type, well and good. But why not relinquish the "composite letter" (the birth of which must have been curiously arbitrary, for no reason except arbitrary selection can be discovered for it) and adopt something which will be equally satisfactory to all sides? It is remarkable that with all the changes that have occurred in typography, hardly any note has been taken of the needs of advertisers; owing to the fact, doubtless, that typefounders do not come in contact with advertisers, have no occasion to do any but special or "class" advertising themselves, and have no chance to learn how the patrons of the advertising columns can best be served.

W.M. WATTENBERG.

## WASTE IN ADVERTISING.

THE EMPLOYERS' LIABILITY ASSURANCE CORPORATION, LIMITED, OF LONDON.  
ASHLAND, Neb., April 18, 1890.

*Editor of Printers' Ink:*

In your issue of April 16 reference is made to the statement of a writer in the *Forum* as follows: "Most of the money spent in advertising is wasted."

Then, shall business men quit advertising altogether? It has also been said, "Ninety-seven per cent. of the men who go into business fail at some time in their lives." Then, shall business men go out of business altogether?

W. BERT CLARK.

THE amount of printing and advertising required by some of the great milling firms of Minneapolis will be surprising to those unfamiliar with the ins and outs of the flour trade. For four years one of the lithograph presses of Johnson & Smith has been constantly engaged in issuing circulars for Messrs. C. A. Pillsbury & Co. There have been 35,000 of the firm's circulars and cards printed daily, and a copy of each placed in every sack or barrel of flour made and sent to every part of the world. The circulars are printed in four different colors, which requires four impressions for each copy sent out. Printers will call that a steady and profitable piece of work.—*St. Paul (Minn.) Press.*

P. T. Barnum is claimed as the father of the saying that the American public love to be humbugged. We don't believe this of the famous showman, nor do we believe in the truth of the idea expressed. The American people do not relish a humbug any more than the people of any other country, yet when they do once get bit, they neither make a very vigorous kick, nor give up trying the same scheme over again when it comes along perhaps in a new dress. Humbugs thrive and wax wealthy in these free and glorious United States of America, because a large part of our population are so gullible or curious or so afflicted by curiosity that they take chances in every plausible scheme advertised in the newspapers in the hope of "getting something for nothing."

It is a useless waste of space to print advice, warning the credulous and unwary of these perennial schemes—offering so much and yielding so little, for no matter how many times a swindle may be exposed a new crop of fools is ready to bite and send along their stamps and money whenever a new scheme is presented. Strange to say, in many cases the same people have been known to send over and over again, year in and year out, getting little or nothing in return. It is impossible to teach a set of people who will not learn, and it is a waste of argument to expatiate upon the evils referred to in the hope that it may benefit a few.

There have been innumerable instances where an exposition of a swindle in a public newspaper actually caused money to be sent to the swindlers exposed!—*Agents' Guide.*

THE long advertisement is not the one that is the most frequently read.—*Dry Goods Economist.*

## AUSTRALIA.

If you are thinking of Advertising in Australian papers, write to us, sending us particulars, and we will forward per return mail an estimate of cost, which will, if accepted, save you money, trouble and anxiety. Our rates are "rock-bottom," and every "appearance" is checked in triplicate.

F. T. WIMBLE & CO.,  
369 to 373 GEORGE ST., SYDNEY.

The Shoe and  
Leather Reporter.

The National Journal of the Shoe and Leather Trade of the United States.

PUBLISHED EVERY THURSDAY,  
simultaneously in Boston, New York and Philadelphia, with branch office in Chicago.

Price, \$3.50 a Year.

## PRESS WORK.

Best Quality. Cheaper than elsewhere.  
Large plant. Get our prices.

## PAPER BINDING.

Paper furnished at lowest rates.

FRANK E. HOUSH &amp; CO., Brattleboro, Vt.

Low Estimates.  
Careful Service.  
Reliable Dealing.

### Business Men, Students, and Brain Workers,

Who suffer from prostration and debility, difficulty in recalling names or dates, languor, easy fatigue, incapacity for mental application, weakness of the organs, with deficient or feeble powers, loss of vital fluids, etc., brought on by overwork, mental effort, or excesses, should enclose stamp for pamphlet describing Dr. FRANCIS BOUDALT'S FRENCH TREATMENT for guaranteed cure. Address JNO. B. HURT & CO., Wholesale Druggists, 322 Light st., Baltimore, Md. Etab. 1870. [REDACTED] This firm is reliable. Mention this paper. [REDACTED]



## THE \$3 LIST!

### Bargains in Advertising

## Daily Newspapers

### IN Many Principal Cities and Towns.

Advertisers may select any 50 or more Dailies from the list, at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 254 Dailies and 232 Weeklies), costs \$600. [REDACTED] For three months, \$1,800, less 10 per cent., or \$1,620 net.

The combined monthly issue of the Dailies is 9,067,300 copies, and of the Weeklies 1,683,800 copies.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed*.

For any selection of less than 50 of the papers approximately low figures will be given on application.

### The List will be sent FREE!

Upon application to  
GEO. P. ROWELL & CO.,  
Newspaper Advertising Bureau,  
10 Spruce St., New York.

# The Housekeeper.

A JOURNAL OF DOMESTIC ECONOMY.

Published SEMI-MONTHLY, at MINNEAPOLIS, Minn.

**CIRCULATION, 120,000 !**

*Large Quantity. Good Quality. Advertising Space Limited.*

**THE HOUSEKEEPER** is published on the 1st and 15th of each month. It circulates among the mothers and daughters of the country. Advertisements in THE HOUSEKEEPER adapted to this class of readers bring quick returns.

#### ADVERTISING RATES :

<b>Ordinary Advertising</b> , per agate line, each insertion.....	<b>\$0 75</b>
<b>Reading Notices</b> , per line, each insertion .....	<b>1 50</b>

#### SCALE OF DISCOUNTS.

12 consecutive insertions.....	5 per cent.	500 lines.....	5 per cent.
36 " "	" "	1,000 "	" "
84 " "	" "	3,000 "	" "

[REDACTED] Either one of the above scales of discounts may be taken, but under no circumstances can they be combined on the same order.

Copy for advertisement should be in not less than one month before date of publication. [REDACTED] We do not guarantee positions.

Advertisements received through any responsible advertising agency.

\*\*\*\*\* SPRING OF 1890. \*\*\*\*\*

# Our Country Home, NEW YORK.

WE GUARANTEE THAT  
**Our Country Home**

Has a paid-in-advance Subscription List of more than

→ 100,000. ←

We prove our circulation by affidavits, or by postage receipts. We will accept good business, either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge.

## Our Country Home

is published monthly, and is to-day recognized as  
**One of the Leading Rural Home Journals  
of America!**

*Each number consists of Sixteen to Twenty-four Pages, handsomely  
illustrated and well printed.*

### ADVERTISING RATES.

Ordinary Advertisements.....**60 Cents per Agate Line.**

### DISCOUNTS.

3 Months.....	5 per cent.
6 Months.....	10 per cent.
12 Months.....	15 per cent.

**Send COPY and ORDER AT ONCE for NEXT issue.**

**OUR COUNTRY HOME PUBLISHING CO.,**  
**88 Fulton Street, New York.**


  
**OMAHA BEE.**

**SWORN STATEMENT OF CIRCULATION.**

*State of Nebraska, County of Douglas, ss.:*  
 GEORGE B. TZSCHUCK, Secretary of The Bee Publishing Company, does solemnly swear that the actual circulation of THE DAILY BEE for the week ending April 19, 1890, was as follows

Sunday, April 13.....	28,107	Thursday, April 17.....	19,986
Monday, April 14.....	20,174	Friday, April 18.....	19,711
Tuesday, April 15.....	23,131	Saturday, April 19.....	20,025
Wednesday, April 16.....	19,915		
<b>Average.....</b>	<b>20,850</b>		

GEORGE B. TZSCHUCK.  
Sworn to before me and subscribed to in my presence this  
nineteenth day of April, A. D. 1890.  
N. P. FEIL,  
Notary Public.  
[SEAL.]

**CIRCULATION:**

OMAHA DAILY BEE.....	20,850
OMAHA SUNDAY BEE.....	23,107
OMAHA WEEKLY BEE.....	42,000

**A. FRANK RICHARDSON,**  
SPECIAL AGENT,  
13, 14 & 15 Tribune Building, N. Y.

If you want to advertise at Newburgh, you should use the NEWS: best results.  
If you want Job Printing done, try the NEWS office; good work, fair prices.

## Newburgh Daily News.

126 BROADWAY, NEWBURGH, N. Y.

The Leading Paper of a busy city, issued afternoon, double the circulation of any other daily in Orange County, N. Y., cheap, sprightly, independent.

WILLIAM W. KEEFE.

28<sup>th</sup> March '90

The ink used in printing our newspapers for over three years has been bought from the W. D. Wilson Printing Ink Co.

## The Same Goods in Both Cases.

*The News Inks of your make excel all Inks that I have used.*

EDWIN FITZGEORGE,

Jan. 18, 1890.

Trenton (N. J.) Times.

*Your prices are lower than any yet brought to my notice.*

JOHN W. ROBINSON,

March 7th, 1890.

Franklin (Neb.) Republican.

Send for Specimens and Price List.

Address

W. D. WILSON PRINTING INK CO., L'd,

140 WILLIAM STREET,

New York.



The writer of this has for nearly five years been

## Telling the Truth About these Papers

**The Sunday School Times.**  
**PHILADELPHIA.**  
**The Presbyterian.**  
**The Lutheran Observer.**  
**The National Baptist.**  
**The Christian Standard.**  
**The Presbyterian Journal.**  
**The Ref'd Church Messenger.**  
**The Episcopal Recorder.**  
**The Christian Instructor.**  
**The Christian Statesman.**  
**The Christian Recorder.**  
**The Lutheran.**  
**BALTIMORE.**  
**The Baltimore Baptist.**  
**The Episcopal Methodist.**  
**The Presbyterian Observer.**

It isn't quite the thing for him to say he is tired of it. That would not be true. What does bother him is to know how to talk about them so convincingly that you, as an advertiser, will be led to try to find profit by their use as other advertisers have found it before you.

All that has been said might be condensed to this :

<b>One Price</b>	<b>Low Price</b>
<b>All weeklies</b>	<b>Different Denominations</b>
<b>Each a leader</b>	<b>Don't duplicate circulations</b>
<b>Long published</b>	<b>Have confidence of readers</b>

Every  
Over      **260,000** Families  
Week

Now what more should be said? From an advertiser's standing-point, apply it to your own case. What is lacking that you would want to know before placing an order in these papers? Your questions might suggest the ideas that would supply a better condensation than this :

**One  
Price  
Advertising**  
**Without Duplication  
Of Circulation**  
**HOME 15 BEST  
JOURNALS WEEKLIES**  
**Every Week**  
**Over 260,000 Copies**

The Religious Press  
Association,

Religious Press  
Association  
Phila

Chestnut & Tenth Sts.,  
PHILADELPHIA, PA.  
(Mutual Life Building.)

## PRINTERS' INK.

**ALABAMA.**

**A**LABAMA CHRISTIAN ADVOCATE, the organ of the Methodist-Episcopal Church (south), a weekly, published in Birmingham has, according to the American Newspaper Directory for 1890, the largest circulation of any religious newspaper printed in the State.

**MONTGOMERY ADVERTISER:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Alabama the paper named on this list is the **MONTGOMERY ADVERTISER**.

**T**H E BIRMINGHAM AGE-HERALD has a considerably larger issue than any other daily published in Alabama, and the **WEEKLY HERALD** has more than three times the circulation of any other Alabama weekly, according to the new edition of the American Newspaper Directory for 1890.

**ARIZONA.**

**TUCSON STAR:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the territory of Arizona the paper named on this list is the **TUCSON STAR**.

**ARKANSAS.**

**A**RKANSAS METHODIST, published weekly at Little Rock, has the largest circulation of any paper in the State, according to the American Newspaper Directory for 1890.

**LITTLE ROCK GAZETTE:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Arkansas the paper named on this list is the **LITTLE ROCK GAZETTE**.

**CALIFORNIA.**

**F**REE MASONRY: according to American Newspaper Directory for 1890, the ILLUSTRATED PACIFIC STATES MONTHLY, of San Francisco, has the largest circulation of any paper published in America, in the interest of the masonic fraternity.

**G**ERMAN: of all the papers printed in the German Language in the State of California, DER CALIFORNISCHE VOLKS-FREUND, a weekly published in San Francisco, has the largest circulation, according to the American Newspaper Directory for 1890.

**S**AN FRANCISCO CHRONICLE: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of California the paper named on this list is the **SAN FRANCISCO CHRONICLE**.

**S**EVENTH-DAY ADVENTIST: according to the American Newspaper Directory for 1890, the **SIGNS OF THE TIMES**, a weekly, published in Oakland, Cal., devoted to the interests of the seventh-day adventists, has a regular circulation exceeding 10,000 copies weekly.

**S**IGNS OF THE TIMES, a weekly, published at Oakland, has a larger circulation than any California paper printed outside of San Francisco, according to the American Newspaper Directory for 1890.

**S**I GNS OF THE TIMES: a seventh-day adventist organ published weekly, at Oakland; has, according to the American Newspaper Directory for 1890, the largest circulation of any religious periodical issued in California.

**COLORADO.**

**C**OLORADO CATHOLIC: published at Denver; has, according to the American Newspaper Directory for 1890, the largest circulation of any religious newspaper printed in Colorado.

**D**ENVER REPUBLICAN: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Colorado the paper named on this list is the **DENVER REPUBLICAN**.

**F**IELD AND FARM: a weekly, published at Denver; has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural periodical issued in the State of Colorado.

**R**EPUBLICAN, Denver, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper in Colorado.

**CONNECTICUT.**

**H**ARTFORD TIMES: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Connecticut the paper named on this list is the **HARTFORD TIMES**.

## Advertisements Received

and

## Forwarded Daily

to all

## THE LEADING AMERICAN

## NEWSPAPERS;

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

## Files

Are Kept for Three Months

for

Examination by Advertisers.

## ADDRESS

GEO. P. ROWELL &amp; CO.,

General Newspaper

Advertising Agents,

No. 10 SPRUCE ST., NEW YORK.

**C**ONNECTICUT CATHOLIC: a weekly, published at Hartford; has the largest circulation of any religious newspaper issued in the State, according to the American Newspaper Directory for 1890.

**H**OUSEHOLD PILOT, published at New Haven, a Monthly, has more than four times the circulation of any other periodical printed in Connecticut, according to the American Newspaper Directory for 1890.

**H**OUSEHOLD PILOT: New Haven, is the only paper in Connecticut rated by the American Newspaper Directory for 1890, as having a circulation larger than 25,000 copies each issue.

**T**IMES, Hartford, according to the American Newspaper Directory for 1890, has the largest circulation of any daily in Connecticut.

#### DELAWARE.

**P**ENINSULA METHODIST: a methodist-episcopal weekly, published at Wilmington; has the largest circulation of any religious paper in Delaware, according to the American Newspaper Directory for 1890.

**W**ILMINGTON NEWS: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Delaware the paper named on this list is the WILMINGTON NEWS.

#### DISTRICT OF COLUMBIA.

**E**VENING STAR: Washington, is the only daily paper in the District of Columbia, that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**N**ATIONAL TRIBUNE: is the only paper published at Washington, which the American Newspaper Directory for 1890 records a regular circulation exceeding 100,000 copies each issue.

**P**OSTAL MATTERS: according to the American Newspaper Directory for 1890, the U. S. OFFICIAL POSTAL GUIDE, published in Washington, has by far the largest circulation of any periodical of its class.

**T**HE EVENING STAR, according to the American Newspaper Directory for 1890, has more than double the circulation of any other daily paper printed at Washington, D. C.

**W**ASHINGTON STAR: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the District of Columbia the paper named on this list is the WASHINGTON STAR.

#### FLORIDA.

**C**URCH YEAR, a protestant-episcopal weekly, published in Jacksonville; has the largest circulation of any religious paper in Florida, according to the American Newspaper Directory for 1890.

**F**LORIDA DISPATCH, FARMER AND FRUIT GROWER: a weekly, published at Jacksonville; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural publication issued in the State of Florida.

**J**ACKSONVILLE TIMES UNION, according to the American Newspaper Directory for 1890, is the only paper in Florida which prints regularly more than five thousand copies each and every issue.

**J**ACKSONVILLE TIMES UNION: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or

Provinces of the United States and Dominion of Canada. For the State of Florida the paper named on this list is the JACKSONVILLE TIMES-UNION.

#### GEORGIA.

**A**TLANTA CONSTITUTION: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Georgia the paper named on this list is the ATLANTA CONSTITUTION.

**A**TLANTA (Georgia) CONSTITUTION, (weekly edition) is the only paper published south of Washington to which the American Newspaper Directory for 1890 accords a regular edition exceeding 100,000 copies each issue.

**A**TLANTA JOURNAL, according to the American Newspaper Directory for 1890, has the largest circulation of any daily newspaper issued in the State of Georgia.

**C**ONSTITUTION: weekly issue, Atlanta, is the only paper in Georgia that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**S**OUTHERN FARMER: monthly published at Atlanta; has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural periodical issued in the State of Georgia.

**T**HE WEEKLY EDITION OF THE ATLANTA (GA.) CONSTITUTION is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue, and is the only paper south of Chicago and Washington, which is rated so high.

#### Advertisements Received

and

#### Forwarded Daily

to all

#### THE LEADING AMERICAN

#### NEWSPAPERS:

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

#### Files

Are Kept for Three Months

for

Examination by Advertisers.

#### ADDRESS

GEO. P. ROWELL & CO.,

General Newspaper

Advertising Agents,

No. 10 SPRUCE ST., NEW YORK.

**WESLEYAN CHRISTIAN ADVOCATE:** a weekly, published at Macon; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical in the State of Georgia.

#### IDAHO TERRITORY.

**BOISE CITY STATESMAN:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts, and Provinces of the United States and Dominion of Canada. For the Territory of Idaho the paper named on this list is the BOISE CITY STATESMAN.

#### ILLINOIS.

**ADVANCE:** Chicago; according to the American Newspaper Directory for 1890, this paper has the largest circulation of any periodical devoted to the congregational church, published west of Boston.

**CHICAGO NEWS:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts, or Provinces of the United States and Dominion of Canada. For the State of Illinois the paper named on this list is the CHICAGO NEWS.

**ECHO:** Fulton, Ill., is the only paper in that State, outside of the city of Chicago, that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**FARMERS' REVIEW:** a weekly published in Chicago; has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural publication issued in the State of Illinois.

**FR. FRIENDS:** according to the American Newspaper Directory for 1890, the CHRISTIAN WORKER, a weekly, published at Chicago, has the largest circulation of any periodical devoted to the interests of the society of friends.

**INTER OCEAN:** is the only weekly paper published in Chicago to which the American Newspaper Directory for 1890 accords a circulation exceeding 100,000 copies each issue.

**INTERIOR:** Chicago; according to the American Newspaper Directory for 1890, has a larger circulation than any other Presbyterian weekly in all America.

**LUMBER:** According to the American Newspaper Directory for 1890, the NORTHWESTERN LUMBERMAN, a Weekly published in Chicago, has a larger circulation than any other paper devoted to this interest.

**NEWS:** is the only daily paper in Chicago to which the American Newspaper Directory for 1890 accords a circulation greater than 100,000 copies each issue.

**O**f the various publications issued in the interest of several building associations that exist throughout the country, the AMERICAN BUILDING ASSOCIATION NEWS, a monthly, published at Chicago, has the largest circulation, according to the American Newspaper Directory for 1890.

**PEORIA JOURNAL:** according to the American Newspaper Directory for 1890, has the largest circulation of any daily paper printed in Illinois, outside of the City of Chicago.

**PHOTOGRAPHY:** according to the American Newspaper Directory for 1890, the largest circulation of any paper devoted to this interest in the United States is possessed by THIS EYE, a weekly published in Chicago.

**SWEDISH:** of all the newspapers published in North America in the Swedish language, the largest circulation, according to

the American Newspaper Directory for 1890, is possessed by the SVENSKA TRIBUNEN, a Chicago weekly.

**T**HE DAILY EDITION of the CHICAGO NEWS is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue. It is the only daily west of New York that has so high a rating.

**T**HE ECHO, a Monthly printed at Fulton, Ills., according to the American Newspaper Directory for 1890, has the largest circulation of any periodical printed in the State outside of the City of Chicago.

**T**HIS WEEKLY EDITION of the CHICAGO INTER OCEAN is one of the 53 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue, and is the only weekly published west of Lake Michigan which is rated so high.

**YOUNG PEOPLE'S WEEKLY:** a Sunday evangelical paper, printed in Chicago; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical printed in the State of Illinois.

#### INDIANA.

**AGRICULTURAL EPITOMIST:** a monthly published at Indianapolis; has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural publication issued in the State of Indiana.

**AVE MARIE:** a Catholic weekly, published at Notre Dame; has, according to the American Newspaper Directory for 1890, a much larger circulation than any other religious periodical published in the State of Indiana.

#### Advertisements Received

and

#### Forwarded Daily

to all

#### THE LEADING AMERICAN NEWSPAPERS;

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

#### Files

Are Kept for Three Months  
for

Examination by Advertisers.

#### ADDRESS

GEO. P. ROWELL & CO.,  
General Newspaper  
Advertising Agents,

No. 10 SPRUCE ST., NEW YORK.

**A**RGRICULTURAL EPITOMIST, a Monthly, published at Indianapolis, is credited by the American Newspaper Directory for 1890, with having the largest circulation of any periodical issued in Indiana.

**INDIANAPOLIS DAILY NEWS**, according to the American Newspaper Directory for 1890, has a larger circulation than any other daily printed in Indiana.

**INDIANA FARMER**, published at Indianapolis, according to the American Newspaper Directory for 1890, has the largest circulation of any weekly published in the State of Indiana.

**INDIANAPOLIS NEWS**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Indiana the paper named on this list is the **INDIANAPOLIS NEWS**.

**POWER AND TRANSMISSION**: Mishawaka, is the only paper in Indiana, outside of the city of Indianapolis, that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

#### INDIAN TERRITORY.

**GUTHRIE CAPITAL**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For Indian Territory the paper named on this list is the **GUTHRIE CAPITAL**.

#### IOWA.

**DES MOINES STATE REGISTER**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Iowa the paper named on this list is the **DES MOINES STATE REGISTER**.

**IOWA CATHOLIC MESSENGER**: published at Davenport, has, according to the American Newspaper Directory for 1890, the largest circulation of any religious publication issued in the State.

**LIVE STOCK AND WESTERN FARM JOURNAL**: a semi-monthly issued at Des Moines, has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural publication issued in the State of Iowa.

**POSTEN**: Decorah, is the only paper, in town outside of Des Moines, that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**SKANDINAVIAN**: of all the newspapers in the United States read by the Norwegian people, the largest circulation, according to the American Newspaper Directory for 1890, is possessed by the **POSTEN**, a weekly, at Decorah, in the State of Iowa.

**THE POSTEN**, a Weekly, published at Decorah, is credited by the American Newspaper Directory for 1890, with having as large a circulation as any newspaper in Iowa.

#### KANSAS.

**KANSAS FARMER**: a weekly, published at Topeka; has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural publication issued in the State of Kansas.

**THE KANSAS FARMER**, published at Topeka, has the largest circulation of any Kansas newspaper according to the American Newspaper Directory for 1890.

**TOPEKA CAPITAL**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Kansas the paper named on this list is the **TOPEKA CAPITAL**.

#### KENTUCKY.

**CHRISTIAN OBSERVER**: a presbyterian weekly, published at Louisville; has, according to the American Newspaper Directory for 1890, the largest circulation of any religious newspaper printed in Kentucky.

**COURIER-JOURNAL**: Louisville, is the only weekly in Kentucky that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**HOME AND FARM**: a semi-monthly, issued at Louisville, Kentucky; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural paper published south of the Ohio river.

**LOUISVILLE COURIER-JOURNAL**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Kentucky the paper named on this list is the **LOUISVILLE COURIER-JOURNAL**.

## NEWSPAPER ADVERTISING

We have just issued a new edition of our Book called "Newspaper Advertising." It has 256 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:

**DAILY NEWSPAPERS IN NEW YORK CITY**, with their Advertising Rates.

**DAILY NEWSPAPERS IN CITIES HAVING more than 150,000 population**, omitting all but the best.

**DAILY NEWSPAPERS IN CITIES HAVING more than 20,000 population**, omitting all but the best.

**THE BEST LIST OF LOCAL NEWSPAPERS**, covering every town of over 5,000 population and every important county seat.

**ONE NEWSPAPER IN A STATE**. The best one for an advertiser to use if he will use but one.

**STATE COMBINATIONS OF DAILY and WEEKLY NEWSPAPERS** in which advertisements are inserted at half price.

**A SMALL LIST OF NEWSPAPERS IN WHICH TO ADVERTISE**, a general selection of the country: a choice selection, made up with great care, guided by long experience.

**LARGEST CIRCULATIONS. A COMPLETE LIST** of all American papers issuing regularly more than 25,000 copies.

**NINE BARGAINS IN ADVERTISING FOR experimentors.**

**HARGAINS IN ADVERTISING IN DAILY Newspapers** in many principal cities and towns, a list which offers peculiar inducements to some advertisers.

**CLASS JOURNALS. AN EXTENSIVE Catalogue of the very best.**

**6,000 VILLAGE NEWSPAPERS**, in which advertisements are inserted for \$4.85 a line and appear in the whole lot—more than one half of all the American Weeklies.

Book sent to any address for **THIRTY CENTS**.



**THE BOWLING GREEN TIMES-GAZETTE**, a weekly edition, has the largest circulation of any paper published in Kentucky outside of Louisville, according to the American Newspaper Directory for 1890.

#### LOUISIANA.

**HOLY FAMILY**: a Catholic weekly, published in New Orleans; has, according to the American Newspapers Directory for 1890, a larger circulation than any other religious periodical issued in Louisiana.

**LAKE CHARLES AMERICAN**, a Weekly, has by far the largest circulation of any paper in Louisiana outside of New Orleans, and is exceeded by but one weekly in the State, according to the American Newspaper Directory for 1890.

**NEW ORLEANS TIMES-DEMOCRAT**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Louisiana the paper named on this list is the NEW ORLEANS TIMES-DEMOCRAT.

**SUGAR BOWL AND FARM JOURNAL**: a weekly, published at New Orleans; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural publication issued in the State of Louisiana.

**THE NEW ORLEANS TIMES-DEMOCRAT** has the largest daily circulation and also the largest weekly issue of any paper in Louisiana, according to the American Newspaper Directory for 1890.

#### MAINE.

**ALLEN'S LIST**: Out of twenty-seven newspapers credited with regular issues exceeding 150,000 copies, four are published in the State of Maine and are included among the publications which make up the combinations known to advertisers as Allen's Lists. The great circulation of these periodicals forces the average issue of Maine newspapers to a figure nearly 50 per cent. higher than those of any other State. According to the American Newspaper Directory for 1890 there were supposed to be more than a million copies of these various low priced family magazines issued every month from the State of Maine.

**GOSPEL BANNER**: a universalist weekly, published at Augusta; has, according to the American Newspaper Directory for 1890, the largest circulation of any religious periodical issued in the State of Maine.

**LEWISTON JOURNAL**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Maine the paper named on this list is the LEWISTON JOURNAL.

**O**f the 27 periodicals to which the American Newspaper Directory for 1890 accords a regular issue of over 100,000 copies four come from the State of Maine and are a part of the combination of low priced family magazines which are known to advertisers as "Allen's Lists." They are named as follows: DAUGHTERS OF AMERICA, GOLDEN MOMENTS, SUNSHINE, PRACTICAL HOUSEKEEPING and LADIES' FIRE-SIDE COMPANION. No other State, with the exception of New York and Pennsylvania, issues as many publications having such exceptionally large issues.

**THE VICKERY'S FIRESIDE VISITOR**, a semi-monthly published at Augusta, Maine, is one of the 25 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**PORTLAND MAINE EXPRESS** according to the American Newspaper Directory for 1890, has a larger circulation than any other daily paper issued in the State of Maine.

**PORTLAND TRANSCRIPT**: a literary family weekly; one of the oldest and best; has the largest circulation of any Weekly in Maine according to the American Newspaper Directory for 1890.

**THRIFTY FARMER AND FIRESIDE MAGAZINE**: a monthly, published at Portland; has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural periodical issued in the State of Maine.

#### MARYLAND.

**BALTIMORE AMERICAN**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Maryland the paper named on this list is the BALTIMORE AMERICAN.

**BALTIMORE AMERICAN**: Sunday Edition, is the only paper in Maryland that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**KATHOLISCHE VOLKS-ZEITUNG**: a weekly, published at Baltimore; has the largest circulation of any religious newspaper issued in the State of Maryland according to the American Newspaper Directory for 1890.

**MARYLAND FARMER**: a weekly, published at Baltimore; has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural publication issued in Maryland.

**THE SUNDAY EDITION OF THE BALTIMORE AMERICAN**, according to the American Newspaper Directory for 1890, has the largest issue of any Maryland newspaper.

#### Advertisements Received

and

#### Forwarded Daily

to all

#### THE LEADING AMERICAN NEWSPAPERS;

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

#### Files

Are Kept for Three Months  
for  
Examination by Advertisers.

#### ADDRESS

GEO. P. ROWELL & CO.,  
General Newspaper  
Advertising Agents.

No. 10 SPRUCE ST., NEW YORK.

**MASSACHUSETTS.**

**BANNER OF LIGHT**: Boston, organ of the spiritualists; has, according to the American Newspaper Directory for 1890, a regular circulation much the largest of any American newspaper of its class.

**BOSTON GLOBE**: Geo. P. Rowell & Co., publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of best classes of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Massachusetts the paper named on this list is the **BOSTON GLOBE**.

**BOTH** the Daily and Sunday editions of the **BOSTON GLOBE** are counted among the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**BOTH** the Daily and Sunday editions of the **BOSTON HERALD** are counted among the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**CHRISTIAN REGISTER**, Boston, Mass., according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper published in the interests of the Unitarian denomination.

**CONGREGATIONALISM**: according to the American Newspaper Directory for 1890, **HOME MISSIONS**, a monthly, published in Boston, has the largest circulation of any periodical issued in the interests of the Congregational Church.

**FARM AND HOME**: semi-monthly, published at Springfield, Mass.; has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural paper issued in the New England States.

**GOLDEN RULE**: a weekly evangelical paper published in Boston; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical printed in Massachusetts.

**NEW ENGLAND HOMESTEAD AND HOME AND FARM**: published at Springfield, are the only periodicals issued in the State of Massachusetts, outside of Boston, that are rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**THE FARM AND HOME**: a semi-monthly, published at Springfield, Mass., is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**THE YOUTH'S COMPANION**, a weekly newspaper, published at Boston, is one of the 27 to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue. The total issue of all the 17,760 newspapers can hardly be less than 17,760,000, asserted to be less than forty-two million copies. **THE YOUTH'S COMPANION** actually prints nearly 1 per cent. of this enormous total.

**MICHIGAN.**

**DETROIT FREE PRESS**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Michigan the paper named on this list is the **DETROIT FREE PRESS**.

**DETROIT NEWS**, according to the American Newspaper Directory for 1890, has the largest daily issue of any Michigan newspaper.

**GAME FANCIERS' JOURNAL**: a monthly, published at Battle Creek; has, according to the American Newspaper Directory for 1890, a larger circulation than any agricultural publication printed in the State of Michigan.

**MICHIGAN CHRISTIAN ADVOCATE**: a methodist-episcopal weekly, published at Detroit; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious weekly issued in the State.

**PATRON'S GUIDE**, Fort Huron, is the only paper in Michigan, outside of Detroit, that is rated by the American Newspaper Directory for 1890 as having a circulation of more than 25,000 copies each issue.

**THE WEEKLY EDITION OF THE DETROIT FREE PRESS**: one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**MINNESOTA.**

**DE WANDERER**: a catholic weekly, published at St. Paul; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious weekly issued in the State of Minnesota.

**FARM, STOCK AND HOME**: a semi-monthly, published at Minneapolis; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural periodical issued in the State of Minnesota.

**MINNEAPOLIS JOURNAL**, according to the American Newspaper Directory for 1890, has the largest daily issue of any Minnesota newspaper.

**MINNEAPOLIS JOURNAL** is the only daily in the State of Minnesota that is rated by the American Newspaper Directory for 1890 as having a circulation of more than 25,000 copies each issue.

**Advertisements Received**

and

**Forwarded Daily**

to all

**THE LEADING AMERICAN  
NEWSPAPERS;****NO ADVANCE IS CHARGED****ABOVE PUBLISHERS' PRICES!****Files****Are Kept for Three Months**

for

**Examination by Advertisers.****ADDRESS****GEO. P. ROWELL & CO.,****General Newspaper****Advertising Agents,****No. 10 SPRUCE ST., NEW YORK.**

## PRINTERS' INK.

**O**F all the newspapers devoted to real estate matters—land and immigration—according to the American Newspaper Directory for 1890, the NORTHWEST MAGAZINE, a monthly issued at St. Paul, Minnesota, has the largest circulation.

**S**T. PAUL GLOBE, Sunday edition, is the only Sunday paper in the State of Minnesota that is rated by the American Newspaper Directory for 1890 as having a circulation of more than 25,000 copies each issue.

**S**T. PAUL PIONEER PRESS: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Minnesota the paper named on this list is the ST. PAUL PIONEER PRESS.

**T**HE HOUSEKEEPER, a semi-monthly periodical published at Minneapolis, Minn., is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accorded a regular circulation of more than 100,000 copies each issue. This is the highest rating accorded to any publication issued west of Chicago.

**T**HE NATIONAL REPORTER SYSTEM: published weekly at St. Paul, Minnesota; has, according to the American Newspaper Directory for 1890, the largest circulation (including all editions) of any other of the law journals.

## MISSISSIPPI.

**B**Y FAR THE LARGEST circulation in Mississippi, according to the American Newspaper Directory for 1890, is that of the JACKSON CLARION-LEDGER. No other paper in the State approaches it.

**S**OUTHERN BAPTIST RECORD: a weekly, published at Meridian; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious publication printed in the State of Mississippi.

**V**ICKSBURG HERALD: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Mississippi the paper named on this list is the VICKSBURG HERALD.

## MISSOURI.

**C**HISTIAN EVANGELIST: disciples, a weekly newspaper published at St. Louis; has, according to the American Newspaper Directory for 1890, the largest circulation of any religious periodical issued in the State of Missouri.

**J**OURNAL OF AGRICULTURE AND AMERICAN STOCK BREEDER: a weekly, published at St. Louis; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural publication issued in the State of Missouri.

**M**EDICAL BRIEF: a monthly published at St. Louis; has, according to the American Newspaper Directory for 1890, a larger circulation than any other medical periodical printed in the United States.

**S**T. LOUIS GLOBE-DEMOCRAT: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Missouri the paper named on this list is the ST. LOUIS GLOBE DEMOCRAT.

## MONTANA.

**F**ARMING AND STOCK JOURNAL, a weekly issued at Helena, has the largest circulation of any paper in Montana, according to the American Newspaper Directory for 1890.

**H**ELENA HERALD: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Montana the paper named on this list is the HELENA HERALD.

**M**ONTANA FARMING AND STOCK JOURNAL: published at Helena; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural periodical issued in that State.

## NEBRASKA.

**N**EBRASKA FARMER, a weekly issued at Lincoln, has the largest circulation of any paper issued in that State, outside of Omaha, according to the American Newspaper Directory for 1890.

**O**MAHA BEE: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Nebraska the paper named on this list is the OMAHA BEE.

**O**MAHA BEE, weekly edition: is the only paper in the State of Nebraska that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

## Advertisements Received

and

Forwarded Daily

to all

THE LEADING AMERICAN

NEWSPAPERS;

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

## Files

Are Kept for Three Months  
for  
Examination by Advertisers.

## ADDRESS

GEO. P. ROWELL & CO.,  
General Newspaper  
Advertising Agents,  
No. 10 SPRUCE ST., NEW YORK.

**O**Maha Bee, according to the American Newspaper Directory for 1890, has the largest daily, the largest Sunday, and the largest weekly issue possessed by any Nebraska newspaper.

**WESTERN STOCKMAN AND CULTIVATOR:** a semi-monthly, published at Omaha, Neb., according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural publication issued in the State of Nebraska.

**WOMAN SUFFRAGE:** according to the American Newspaper Directory for 1890, the largest circulation of any paper of its class in the United States, is the WOMAN'S TRIBUNE, a weekly, formerly published at Beatrice, in the State of Nebraska, but now issued in Washington, D. C.

#### NEVADA.

**VIRGINIA CITY CHRONICLE:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Nevada the paper named on this list is the VIRGINIA CITY CHRONICLE.

#### NEW HAMPSHIRE.

**MANCHESTER UNION:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of New Hampshire the paper named on this list is the MANCHESTER UNION.

**MANCHESTER UNION:** according to the American Newspaper Directory for 1890, has the largest circulation of any daily in New Hampshire.

**MIRROR AND FARMER:** published at Manchester, in the State of New Hampshire, has a larger circulation, according to the American Newspaper Directory for 1890, than any other strictly agricultural weekly printed north of Boston.

**MIRROR AND FARMER:** published weekly at Manchester, N. H., according to the American Newspaper Directory for 1890, by far the largest circulation of any newspaper printed in the State of New Hampshire.

**MIRROR AND FARMER:** Manchester, is the only paper in the State of New Hampshire that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

#### NEW JERSEY.

**CHRISTIAN WORKER:** an undenominational monthly, published at Princeton; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the State of New Jersey.

**NEWARK EVENING NEWS:** according to the American Newspaper Directory for 1890, has a larger circulation than any other paper, daily or weekly, printed in the State of New Jersey.

**O**RCHARD AND GARDEN, a monthly printed at Little Silver, New Jersey, has, according to the American Newspaper Directory for 1890, the largest circulation of any periodical issued in that State.

**O**RCHARD AND GARDEN, a monthly, published at Little Silver, in the State of New Jersey, has, according to the American Newspaper Directory for 1890, very much the largest circulation of any agricultural paper issued in the State.

**O**RCHARD AND GARDEN: Little Silver, N. J., is the only paper in the State of New Jersey that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**TRENTON STATE GAZETTE:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of New Jersey the paper named on this list is the TRENTON STATE GAZETTE.

#### NEW MEXICO TERRITORY.

**SANTA FE NEW MEXICAN:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the Territory of New Mexico the paper named on this list is the SANTA FE NEW MEXICAN.

#### NEW YORK.

**A**LBANY JOURNAL: according to the American Newspaper Directory for 1890, the weekly edition of the JOURNAL is larger than that of any other paper published at the capital of the State of New York.

**A**merican ISRAELITE: published weekly in New York City; according to the American Newspaper Directory for 1890, has the largest circulation of any paper of its class, in all America.

**A**merican MACHINIST: according to the American Newspaper Directory for 1890, the AMERICAN MACHINIST, a weekly, published in New York City, has the largest circulation of any paper of its class.

#### Advertisements Received

and  
Forwarded Daily

to all

THE LEADING AMERICAN  
NEWSPAPERS:

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

#### Files

Are Kept for Three Months  
for  
Examination by Advertisers.

ADDRESS

GEO. P. ROWELL & CO.,  
General Newspaper  
Advertising Agents,

No. 10 SPRUCE ST., NEW YORK.

## PRINTERS' INK.

**A**MERICAN RURAL HOME: a weekly, published at Rochester; has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural weekly issued in all America.

**A**rchitecture and Building: of all the papers of this class, according to the American Newspaper Directory for 1890, the largest circulation is possessed by CARPENTRY AND BUILDING, a monthly, published in New York City.

**A**RMY and Navy: THE ARMY AND NAVY JOURNAL, weekly, New York City, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper of its class, in the United States.

**B**OTH the Morning and Evening editions of the NEW YORK WORLD, and the Sunday edition as well, are among the 25 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue. These 27 periodicals print about one-sixth of the total output of all the 17,780 American periodicals, and of this one-sixth the WORLD prints one-sixth; consequently the WORLD prints about one thirty-sixth of all the newspapers which appear in America in a year.

**B**UFFALO EVENING NEWS, according to the American Newspaper Directory for 1890, has a greater circulation than any other daily in the State outside of the City of New York, not excepting Brooklyn.

**C**ATHOLIC NEWS: a weekly, published in New York City; is the only religious periodical in the United States, according to the American Newspaper Directory for 1890, that has a regular issue exceeding 150,000 copies.

**C**ATHOLIC NEWS: New York City; according to the American Newspaper Directory for 1890, has by far the largest circulation of any religious weekly in all America.

**C**HURCHMAN: weekly, New York City; according to the American Newspaper Directory for 1890, is the principal weekly newspaper of the episcopal church published east of Chicago.

**C**HURCH RECORD: according to the American Newspaper Directory for 1890, the CHURCH RECORD, a semi-monthly, issued in New York City, has the largest circulation of any periodical published in the interests of the episcopal church.

**C**HRISTIAN ADVOCATE: New York City; according to the American Newspaper Directory for 1890 the NEW YORK CHRISTIAN ADVOCATE has a larger circulation than any other methodist weekly.

**D**RUGS: of the papers devoted to the Drug interests, according to the American Newspaper Directory for 1890, the DRUGGISTS' CIRCULAR AND CHEMICAL GAZETTE, a monthly, published in New York City, has the largest circulation.

**F**RENCH: of all the newspapers in the United States printed in the French language, according to the American Newspaper Directory for 1890, the largest circulation is possessed by the weekly edition of the New York COURRIER DES ETATS UNIS.

**G**RAND ARMY OF THE REPUBLIC: according to the American Newspaper Directory for 1890, HOME AND COUNTRY, a monthly, published at New York City, has a larger circulation than any other paper of its class.

**G**ROCERIES: of all the publications devoted to the Grocery trade, according to the American Newspaper Directory for 1890, the largest circulation is possessed by the NATIONAL GROCER, weekly, New York City.

**H**ARPER'S MAGAZINE, New York, is one of the 27 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**H**ATS AND CAPS: according to the American Newspaper Directory for 1890, the HAT REVIEW, a monthly, published in New York City, has the largest circulation of any paper devoted to the hat trade.

**H**EBREW: according to the American Newspaper Directory for 1890, the largest circulation of any Hebrew newspaper is possessed by the JEWISH GAZETTE, a weekly, published in the City of New York.

**I**NVENTIONS AND PATENTS: according to the American Newspaper Directory for 1890, the SCIENTIFIC AMERICAN, a weekly published in New York City, has by far the largest circulation of any paper of its class.

**L**IVING CHURCH: according to the American Newspaper Directory for 1890, the LIVING CHURCH, a weekly, published at Chicago, is the principal newspaper issued west of the city of New York, devoted to the interests of the episcopal church.

**N**EW YORK EXAMINER: according to the American Newspaper Directory for 1890, has the largest circulation of any weekly published in the interests of the baptist church.

**N**EW YORK WORLD: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of New York the paper named on this list is the NEW YORK WORLD.

**O**UR COUNTRY HOME, a monthly newspaper published in New York, is one of the 25 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

There are  
Fashions  
in  
Advertising.

— \* \* —

FANCY RULE  
BORDERS

are  
THE FASHION  
NOW.

They make the  
ADVERTISEMENT  
CONSPICUOUS.

If you want an advertisement set up in this style, before it has become too common,

ADDRESS  
GEO. P. ROWELL & CO.  
Newspaper Advertising Bureau,  
10 SPRUCE ST., N. Y.

**O**F the fashion publications published outside of the City of New York, PETERSON'S MAGAZINE, Philadelphia, Pa., has the largest circulation, according to the American Newspaper Directory for 1890.

**P**EOPLE'S HOME JOURNAL, a monthly published in New York, is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**P**LUMBING AND SANITARY: according to the American Newspaper Directory for 1890, the SANITARY ERA, a monthly, published in New York City, has the largest circulation of any paper of its class.

**S**PANISH: of all the periodicals in the United States printed in the Spanish language, according to the American Newspaper Directory for 1890, the largest circulation is possessed by the REVISTA POPULAR, a monthly, printed in the City of New York.

**S**UNDAY SCHOOL JOURNAL: a monthly, published in New York City, has, according to the American Newspaper Directory for 1890, very much the largest circulation of any American periodical issued in the interests of the methodist church.

**S**WEDENBORGIAN: according to the American Newspaper Directory for 1890, the NEW YORK CHURCH MESSENGER, a weekly in New York City, has the largest circulation of any paper published in the interests of this church.

**T**EMPERANCE AND PROHIBITION: THE VOICE, a weekly paper, published in New York City, has, according to the American Newspaper Directory for 1890, a larger circulation than any other paper of its class in the United States.

**T**H E AMERICAN AGRICULTURIST, a monthly periodical, published in New York, is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**T**H E AMERICAN RURAL HOME, a weekly newspaper published at Rochester, N. Y., is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**T**H E NEW YORK DAILY NEWS is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**T**H E CATHOLIC NEWS, a Sunday newspaper, published in New York City, is one of the 27 which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**T**H E CENTURY MAGAZINE, New York, is one of the 27 periodicals to which the new edition of the American Newspaper directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**T**H E DELINEATOR, a monthly published in New York City, is one of the 27 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**T**H E ELMIRA TELEGRAM, a weekly newspaper published at Elmira, N. Y., is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**T**H E FAMILY STORY PAPER, published in New York City, is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**T**H E FIRESIDE COMPANION, a weekly newspaper, published in New York City, is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**T**H E HOUSEWIFE, a monthly published in New York, is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**T**H E LADIES' WORLD, a monthly published in New York, is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**T**H E METROPOLITAN, a monthly periodical, published in New York City, is one of the 27 to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**T**H E NEW YORK MORNING JOURNAL is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**T**H E NEW YORK CLIPPER: according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper devoted to dramatic matters.

**T**H E NEW YORK LEDGER, is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**T**H E NATIONAL POLICE GAZETTE, New York, is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

### Advertisements Received

and

### Forwarded Daily

to all

### THE LEADING AMERICAN

### NEWSPAPERS:

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

### Files

Are Kept for Three Months

for

Examination by Advertisers.

### ADDRESS

GEO. P. ROWELL & CO.,

General Newspaper

Advertising Agents,

No. 10 SPRUCE ST., NEW YORK.

## PRINTERS' INK.

**THE NEW YORK SUNDAY MERCURY** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE NEW YORK SUNDAY SUN** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE NEW YORK WEEKLY** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE SATURDAY GLOBE**, a weekly newspaper, published at Utica, is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**THE SUNDAY SCHOOL JOURNAL**, a monthly newspaper, published in New York, is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE VOICE**, a weekly newspaper, published in New York City, is one of the 55 to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**WELSH**: of all the newspapers in the United States printed in the Welsh language the largest circulation, according to the American Newspaper Directory for 1890, is possessed by **Y DRYCH**, a weekly published at Utica, N. Y.

## NORTH CAROLINA.

**BIBLICAL RECORDER**: a baptist weekly, published at Raleigh; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the State of North Carolina.

**PROGRESSIVE FARMER**: a weekly issued at Raleigh, has the largest circulation of any North Carolina paper, according to the American Newspaper Directory for 1890.

**PROGRESSIVE FARMER**: a weekly, published at Raleigh; has, according to the American Newspaper Directory for 1890, the largest circulation of any strictly agricultural publication in the State of North Carolina.

**RALEIGH NEWS AND OBSERVER**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of North Carolina the paper named on this list is the RALEIGH NEWS AND OBSERVER.

## NORTH DAKOTA.

**BISMARCK TRIBUNE**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of North Dakota the paper named on this list is the BISMARCK TRIBUNE.

## OHIO.

**CHRISTIAN STANDARD**: Cincinnati, Ohio; a weekly paper, is, according to the American Newspaper Directory for 1890, the principal newspaper published in the interests of the disciples' church.

**CINCINNATI ENQUIRER**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Ohio the paper named on this list is the CINCINNATI ENQUIRER.

**CLEVELAND PRESS**, according to the American Newspaper Directory for 1890, has a larger circulation than any other Daily paper published in Ohio outside of the City of Cincinnati.

**FARM AND FIRESIDE**: a semi-monthly, published at Springfield; has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural publication issued in the State of Ohio.

**FARM AND FIRESIDE**, a semi-monthly publication, printed at Springfield, Ohio, is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**GERMAN NEWSPAPERS IN OHIO**: according to the American Newspaper Directory for 1890, the largest circulation is possessed by the **OHIO WAISENFREUND**, a weekly published at Columbus.

**PATRONS OF HUSBANDRY**: according to the American Newspaper Directory for 1890, THE AMERICAN GRANGE BULLETIN, a weekly, published at Cincinnati, Ohio, has the largest circulation of any paper of its class in the United States.

**UNION GOSPEL NEWS**: Cleveland, Ohio; according to the American Newspaper Directory for 1890, has the largest circulation of any evangelical newspaper, and its circulation rating is exceeded by scarcely half a dozen other religious newspapers in all America.

## Advertisements Received

and  
Forwarded Daily

to all

THE LEADING AMERICAN  
NEWSPAPERS;

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

## Files

Are Kept for Three Months  
for  
Examination by Advertisers.

## ADDRESS

GEO. P. ROWELL & CO.,  
General Newspaper  
Advertising Agents,  
No. 10 SPRUCE ST., NEW YORK.

**T**HE EXPRESS GAZETTE: a monthly, published in Cincinnati, is, according to the American Newspaper Directory for 1890, the principal publication in America devoted to the express interests.

**T**HE weekly edition of the TOLEDO BLADE is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**U**NION GOSPEL NEWS: an evangelical newspaper, published at Cleveland; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious publication issued in the State of Ohio.

#### OREGON.

**N**ORTH PACIFIC RURAL SPIRIT AND WILLAMETTE FARMER: a weekly, published at Portland, Oregon; has a larger circulation than any other strictly agricultural periodical printed in that State, according to the American Newspaper Directory for 1890.

**P**ORTLAND OREGONIAN: Geo. P. Rowell & Co., publish a list (ONE PAPER IN A STATE) in which they name the one publication "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Oregon the paper named on this list is the PORTLAND OREGONIAN.

**P**ORTLAND OREGONIAN, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily paper published West of St. Paul and North of San Francisco.

**W**EST SHORE, a Weekly printed at Portland, according to the American Newspaper Directory for 1890, has more than double the circulation of any other Oregon newspaper.

**W**EST SHORE: Portland, is the only paper in Oregon that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

#### PENNSYLVANIA.

**B**

**C**OLORED PEOPLE: according to the American Newspaper Directory for 1890, THE CHRISTIAN RECORDER, a weekly, published in Philadelphia, has the largest circulation of any paper devoted specially to the interests of the negro population of the United States.

**F**ARM JOURNAL: a monthly, published at Philadelphia; has, according to the American Newspaper for 1890, much the largest circulation of any strictly agricultural publication printed south of New York.

**G**ERMAN, of all the newspapers published in the German language in the State of Pennsylvania, according to the American Newspaper Directory for 1890, the largest circulation is possessed by THE CARPENTER, a monthly, published in Philadelphia.

**H**OTELS: according to the American Newspaper Directory for 1890, the HOTEL MAN'S GUIDE, a semi-monthly, published in Philadelphia, has the largest circulation of any paper devoted to this class of business.

**K**NIGHTS OF LABOR: according to the American Newspaper Directory for 1890, the PHILADELPHIA JOURNAL OF THE KNIGHTS OF LABOR, a weekly, has the largest circulation of any paper of its class in America.

**L**IPPINCOTT'S MAGAZINE, Philadelphia, is one of the 55 periodicals to whom the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**M**ORNING TELEGRAM: Harrisburg, Pa., is the only daily in Pennsylvania outside of Philadelphia and Pittsburgh that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**P**HILADELPHIA PRESS: Geo. P. Rowell & Co., publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Pennsylvania the paper named on this list is the PHILADELPHIA PRESS.

**P**ITTSBURGH DISPATCH, Sunday edition, according to the American Newspaper Directory for 1890, sells more than 30,000 copies regularly which is a larger circulation than is possessed by any Daily or Weekly in the State of Pennsylvania west of Philadelphia.

**S**UNDAY SCHOOL TIMES, a weekly newspaper, published at Philadelphia, is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue. This is by far the largest circulation rating given to a religious weekly.

#### Advertisements Received

and

#### Forwarded Daily

to all

#### THE LEADING AMERICAN

#### NEWSPAPERS:

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

#### Files

Are Kept for Three Months

for

Examination by Advertisers.

#### ADDRESS

GEO. P. ROWELL & CO.,

General Newspaper

Advertising Agents,

No. 10 SPRUCE ST., NEW YORK.

**SATURDAY NIGHT**, a weekly newspaper, published at Philadelphia, is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE PHILADELPHIA RECORD** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE ADVANCED QUARTERLY**, a publication emanating from Philadelphia, is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**THE LADIES' HOME JOURNAL**, a monthly published at Philadelphia, is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**THE FARM JOURNAL**, a monthly published at Philadelphia, is one of the 27 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

#### RHODE ISLAND.

**PROVIDENCE BULLETIN**, according to the American Newspaper Directory for 1890, has the largest circulation of any paper in Rhode Island.

**PROVIDENCE JOURNAL**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Rhode Island the paper named on this list is the PROVIDENCE JOURNAL.

**PROVIDENCE TELEGRAM**, according to the American Newspaper Directory for 1890, has the largest circulation of any Sunday paper printed in Rhode Island.

#### SOUTH CAROLINA.

**CHARLESTON NEWS AND COURIER**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of South Carolina the paper named on this list is the CHARLESTON NEWS AND COURIER.

**CHARLESTON NEWS AND COURIER** has the largest Daily, Weekly and Sunday issue of any paper published in the State of South Carolina, according to the American Newspaper Directory for 1890.

**SOUTHERN CHRISTIAN ADVOCATE**, published at Columbia, has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the State of South Carolina.

#### SOUTH DAKOTA.

**BY** far the largest circulation of any periodical printed in South Dakota has been secured by a monthly called the AMERICAN SWINEHERD, published at Alexandria, according to the American Newspaper Directory for 1890.

**SIOUX FALLS PRESS**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best

class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of South Dakota the paper named on this list is the SIOUX FALLS PRESS.

#### TENNESSEE.

**A**CCORDING to the American Newspaper Directory for 1890, the circulation of the NASHVILLE CHRISTIAN ADVOCATE is not exceeded by that of any other periodical issued in the State of Tennessee.

**CHRISTIAN ADVOCATE**: a methodist-episcopal (south) weekly, published at Nashville; has, according to the American Newspaper Directory for 1890, the largest circulation of any religious publication issued in the State of Tennessee.

**MEMPHIS AVALANCHE**, Weekly edition, according to the American Newspaper Directory for 1890, has a larger circulation than any other secular paper printed in Tennessee, and its Sunday edition is also larger than that of any other Sunday paper in the State.

**NASHVILLE AMERICAN**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Tennessee the paper named on this list is the NASHVILLE AMERICAN.

#### TEXAS.

**DALLAS NEWS**, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily paper in Texas.

#### Advertisements Received

and  
Forwarded Daily

to all

THE LEADING AMERICAN

NEWSPAPERS;

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

Files  
Are Kept for Three Months

for  
Examination by Advertisers.

ADDRESS  
GEO. P. ROWELL & CO.  
General Newspaper  
Advertising Agents,  
No. 10 SPRUCE ST., NEW YORK.

**DALLAS NEWS:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Texas the paper named on this list is the DALLAS NEWS.

**LARGEST circulation in Texas,** according to the American Newspaper Directory for 1890, is possessed by the SOUTHERN MERCURY, a weekly published at Dallas.

**SOUTHERN MERCURY:** Dallas is the only paper in Texas that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**TEXAS FARM AND RANCH:** a semi-monthly published at Dallas; has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas.

**TEXAS CHRISTIAN ADVOCATE:** a methodist-episcopal (south) weekly; published at Dallas; has, according to the American Newspaper Directory for 1890, the largest circulation of any religious newspaper issued in the State.

**THE circulation of the TEXAS CHRISTIAN ADVOCATE,** according to the American Newspaper Directory for 1890, is (with one exception) larger than that of any other paper printed in the Lone Star State.

#### UTAH.

**JUVENILE INSTRUCTOR:** published semi-monthly, at Salt Lake City has a larger circulation than any other periodical printed in Utah, according to the American Newspaper Directory for 1890.

**SALT LAKE CITY TRIBUNE:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the Territory of Utah the paper named on this list is the SALT LAKE CITY TRIBUNE.

**SALT LAKE TRIBUNE,** according to the American Newspaper Directory for 1890, has the largest circulation of any Daily paper in Utah.

#### VERMONT.

**BRATTLEBORO HOUSEHOLD,** according to the American Newspaper Directory for 1890, has a circulation nearly ten times larger than any other periodical printed in Vermont.

**BURLINGTON FREE PRESS:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Vermont the paper named on this list is the BURLINGTON FREE PRESS.

**HOUSEHOLD:** Brattleboro, is the only paper in Vermont that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

#### VIRGINIA.

**CHRISTIAN ADVOCATE:** a weekly, methodist-episcopal (south), published at Richmond; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious newspaper published in the State of Virginia.

**FARM JOURNAL:** a monthly issued at Richmond; has, according to the American Newspaper Directory for 1890, the largest circulation of any agricultural publication printed in the State of Virginia.

**RICHMOND DISPATCH:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Virginia the paper named on this list is the RICHMOND DISPATCH.

**RICHMOND DISPATCH,** according to the American Newspaper Directory for 1890, has the largest circulation of any paper in Virginia both for its Daily and Weekly editions.

#### WASHINGTON.

**SEATTLE POST-INTELLIGENCER:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Washington the paper named on this list is the SEATTLE POST INTELLIGENCER.

**SEATTLE POST INTELLIGENCER** has the largest circulation both Daily and Weekly of any paper published in the new State of Washington, according to the American Newspaper Directory for 1890.

#### WEST VIRGINIA.

**O HIO VALLEY FARMER,** published monthly at Wheeling, has the largest circulation of any periodical published in West Virginia, according to the American Newspaper Directory for 1890.

#### Advertisements Received

and

Forwarded Daily

to all

THE LEADING AMERICAN  
NEWSPAPERS:

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

Files

Are Kept for Three Months  
for  
Examination by Advertisers.

ADDRESS

GEO. P. ROWELL & CO.,  
General Newspaper  
Advertising Agents,  
No. 10 SPRUCE ST., NEW YORK.

## PRINTERS' INK.

**THE WHEELING SUNDAY REGISTER**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of West Virginia the paper named on this list is the **WHEELING INTELLIGENCER**.

## WISCONSIN.

**BOHEMIAN**: of all the newspapers printed in the Bohemian language in the United States, the largest circulation, according to the American Newspaper Directory for 1890, is possessed by **SLAVIE**, a weekly, published at Racine, Wisconsin.

**GERMANIA**, a semi-monthly published at Milwaukee has, according to the American Newspaper Directory for 1890, the largest circulation of any periodical printed in Wisconsin.

**GERMAN**: of all the weekly newspapers in the United States printed in the German language, **DER HAUS UND BAUERNFREUND**, published in Milwaukee, Wisconsin, is possessed of the largest circulation, according to the American Newspaper Directory for 1890.

**HOAD'S DAIRYARD**, published at Fort Atkinson, has a larger circulation than any other weekly published in the State of Wisconsin outside of Milwaukee, according to the American Newspaper Directory for 1890.

**MILWAUKEE WISCONSIN**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Wisconsin the paper named on this list is the **MILWAUKEE WISCONSIN**.

**WISCONSIN AGRICULTURIST**, published at Racine, has the largest circulation of any periodical published outside of Milwaukee in the State of Wisconsin, according to the American Newspaper Directory for 1890.

**WISCONSIN AGRICULTURIST**: Racine, WI is the only paper in the State outside of Milwaukee, that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

## WYOMING TERRITORY.

**CHEYENNE LEADER**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the Territory of Wyoming the paper named on this list is the **CHEYENNE LEADER**.

## BRITISH COLUMBIA.

**VICTORIA COLONIST**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada.

## PRINTERS' INK.

For the Province of British Columbia the paper named on this list is the **VICTORIA COLONIST**.

## MANITOBA.

**THE WEEKLY FREE PRESS**, published at Winnipeg, has the largest circulation of any newspaper published in the Province of Manitoba, according to the American Newspaper Directory for 1890.

**WINNIPEG FREE PRESS**: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the Province of Manitoba the paper named on this list is the **WINNIPEG FREE PRESS**.

## MONTREAL.

**FRENCH**: of all the papers published in the French language in British North America, or in all America for that matter, the largest circulation, according to the American Newspaper Directory for 1890, is possessed by a daily issued at Montreal, P. Q., called **LA PRESSE**.

**PRESBYTERIAN RECORD**: a monthly published at Montreal; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in British North America.

**A**CCORDING to the American Newspaper Directory for 1890 the **CANADIAN JOURNAL OF COMMERCE, FINANCE AND INSURANCE REVIEW**, a weekly, published at Montreal, has a larger circulation than any other periodical in America that is devoted specially to insurance interests.

## Advertisements Received

and  
Forwarded Daily  
to all

THE LEADING AMERICAN  
NEWSPAPERS;

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

Files  
Are Kept for Three Months  
for  
Examination by Advertisers.

ADDRESS  
GEO. P. ROWELL & CO.,  
General Newspaper  
Advertising Agents,  
No. 10 SPRUCE ST., NEW YORK.

**PRESBYTERIAN RECORD:** monthly, Montreal, P. O.; according to the American Newspaper Directory for 1890, has a larger circulation than any other periodical in America devoted to the interests of the presbyterian church.

**MONTREAL STAR:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the Province of Quebec the paper named on this list is the MONTREAL STAR.

**MONTREAL STAR:** is the only daily news paper in the Province of Quebec that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 23,000 copies each issue.

**The MONTREAL STAR** has the largest circulation of any paper in the Province of Quebec, according to the American Newspaper Directory for 1890, and the weekly edition called the FAMILY HERALD AND STAR, has the largest circulation of any paper printed in British North America.

#### NEW BRUNSWICK.

**ST. JOHN TELEGRAPH:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the Province of New Brunswick the paper named on this list is the ST. JOHN TELEGRAPH.

**NORTHWEST TERRITORY.**  
**REGINA LEADER:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the Northwest Territory the paper named on this list is the REGINA LEADER.

#### NOVA SCOTIA.

**HALIFAX CRITIC,** a Weekly, has the largest circulation of any newspaper printed in the Province of Nova Scotia, according to the American Newspaper Directory for 1890.

**HALIFAX HERALD:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the Province of Nova Scotia the paper named on this list is the HALIFAX HERALD.

#### ONTARIO.

**FARMERS' ADVOCATE AND HOME MAGAZINE:** a monthly published at London, Ontario; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural publication issued in the Dominion of Canada.

**GERMAN:** of all the German newspapers published in British North America, according to the American Newspaper Directory for 1890, the largest circulation is possessed by THE BERLINER JOURNAL, a weekly, printed at Berlin, Ontario.

**INTERNATIONAL ROYAL TEMPLAR:** Hamilton, is the one publication in the Province of Ontario outside of the City of Toronto, that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**LONDON DAILY FREE PRESS,** according to the American Newspaper Directory for 1890, has the largest circulation of any daily in the Province of Ontario outside of the City of Toronto.

**THE INTERNATIONAL ROYAL TEMPLAR:** a monthly published at Hamilton, Ontario, has a larger circulation than any other periodical in that Province printed outside of Toronto, according to the American Newspaper Directory for 1890.

**THE WEEKLY EDITION OF THE TORONTO MAIL,** according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper printed in the Province of Ontario.

**TORONTO GLOBE:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the Province of Ontario the paper named on this list is the TORONTO GLOBE.

**TORONTO GLOBE,** according to the American Newspaper Directory for 1890, has the largest circulation of any Daily in the Province of Ontario.

**WESTERN ADVERTISER,** the Weekly edition of the LONDON ADVERTISER, has the largest edition of any weekly paper in the Province of Ontario outside of Toronto, according to the American Newspaper Directory for 1890.

#### PRINCE EDWARD ISLAND.

**CHARLOTTETOWN EXAMINER:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the Province of Prince Edward Island the paper named on this list is the CHARLOTTETOWN EXAMINER.

#### Advertisements Received

and

#### Forwarded Daily

to all

#### THE LEADING AMERICAN NEWSPAPERS:

NO ADVANCE IS CHARGED

ABOVE PUBLISHERS' PRICES!

#### Files

Are Kept for Three Months  
for

Examination by Advertisers.

#### ADDRESS

GEO. P. ROWELL & CO.,  
General Newspaper  
Advertising Agents,  
No. 10 SPRUCE ST., NEW YORK.

## Miscellanies.



Policeman—Drop that gun.

Mehaffy—O'll shtand th' consequences! Mike Tobin, an' him bor-n in Oirelan's, been peradin' th' block wid an' Avenin Sun hat fer t'ree days, an' that's bad enough. But phin he changes aff an' buys him a "Nellie Bly," be gob, Oi've got t' hov a shot at it!—judge.

It is not often that journalists are swindled, but we saw a paper badly "hung up" the other day. It was wall-paper.—*Texas Siftings*.

Dodson—Brown seems to take a great deal of pleasure in writing for the press. Fogg—Yes; he takes all so fired much fun in it that he leaves none for his readers.—*American Grocer*.

Jorgles—What is your opinion of the "Poet of the Future," Mr. Editor?

The Editor—I have a very good opinion of him, especially if he is the Spring Poet of the Future, and I hope he will retain his place.—*Light*.

"You have plenty of reading there," said a visitor to the literary editor, pointing to a pile of books on the editorial desk.

"They are not for reading," answered the literary editor; "they are for reviewing."—*Boston Courier*.

"Soapy" Woods visited the Ridge last week in the interests of the Morse Soap Co., of Toronto. The sample cake which he left at the *Bugle* office is being exhibited about town by the benighted proprietor of that alleged journal as a curious mineral specimen.—*Gopher Ridge Banner*.

Cruelty to Animals—Funny Man (to young woman reading his own jokes to him)—There's one thing, Miss Fannie, I'm not vain, and, I am free to confess, it bores me to have any one read my jokes to me.

Miss Fannie (putting down the paper)—Well, if what I've been reading is a sample, I should think it would.—*Washington Star*.

The *Herald* says: "It's a mighty mean man who would break into a printing office and rob the safe, but far baser depravity is shown by the man who will steal an editor's shirt from the clothes-line while the victim is eating supper in fancied security. Such was the unenviable experience of the *Herald* city editor last evening." That experience ought to teach you not to take your shirt off when you eat supper.—*Clinton (Iowa) Age*.

"What New York paper do you like best?"

"Well, the *Sun* for English. The *Herald* for deaths. The *Mail and Express* for conceit, and the *Century Magazine* for news."—*Puck*.

Miss Hyacinth—I wish to submit some verses on spring. You will find it is a priceless poem.

Editor—That's just what we need. We never pay for poetry.—*Town Topics*.

"Good story, eh?"

"Yes. It's very original to have a man fall in love with his landlady. What are you going to call it?"

"I don't know. What should you suggest?"

"How would 'A Boarder Romance' do?"—*Smith, Gray & Co's Monthly*.

First Reporter—Don't you think that Quillpen's style is too inflated?

Second Reporter—Yes, but what could you expect of a man when the managing editor gives him a blowing up every day?—*Burton's Free Press*.

Reporter—Well, sir, it looks as if spring had about come.

Editor—Oh, no; not for some time yet.

Reporter—What makes you think that?

Editor—Scarcely any poetry has been sent in so far. I can always tell by that.—*Lowell Citizen*.

Miss Divinely Affiliated—Mr. Editor, I have brought you a little poem entitled "Though Lost to Sight, to Memory Dear."

Editor—Thanks, Miss. It is a dear little poem and shall fulfill its mission.

"Good day, sir."

"Good day, Miss."—*Light*.

"I don't think you'll ever make a journalist," said the proprietor of the *Squeak-dunk Genius of Liberty* to the new reporter.

"Why not, sir?"

"Well, in this account of Spriggs' fat pig you say it weighed 510 pounds, instead of saying 'it tipped the beam.' You can't be too particular about these little things, young man."—*Drake's Magazine*.

Everything Going His Way.—Young Poet—I had a great stroke of good luck this morning, Jones.

Jones—Yea?

Y. P.—You see, I dashed off a sonnet the other day—something I was rather proud of, you know—and I meant to send it to *Harper's*—get them to illustrate it, you know. Well, by Jove, I mailed it yesterday by mistake to the *Century*.

Jones—Well, where does the luck come in?

Y. P.—Why, you see, I got it back in the next mail,

Jones—That was lucky!—*N. Y. Tribune*.

Editor (giving out assignments to reporters)—You, Mr. Jones, are to go on foot to San Francisco, and write up your experiences.

Jones—Very good, sir; I will start at once.

Editor—You, Mr. Brown, are to steal something, and go to jail, to get us a description of prison life from the inside.

Brown—All right, sir; that's pretty tough, but I'll do it.

Editor—And you, Mr. Smith, are to spend a week in Milwaukee, and—

Smith—Hold on, sir! I'll do anything in reason, but I never could stand that.—*Light*.